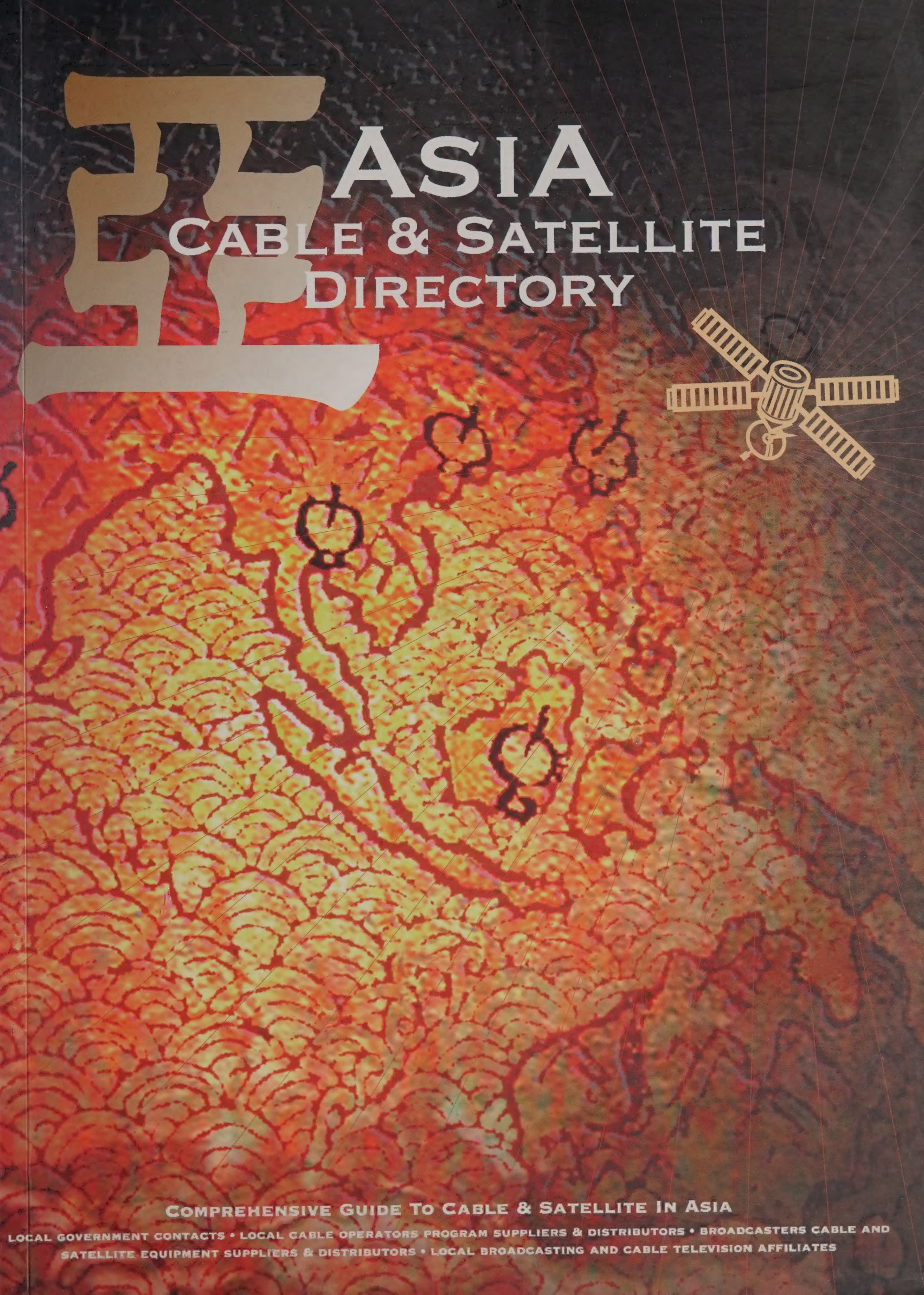

# 亞 ASIA
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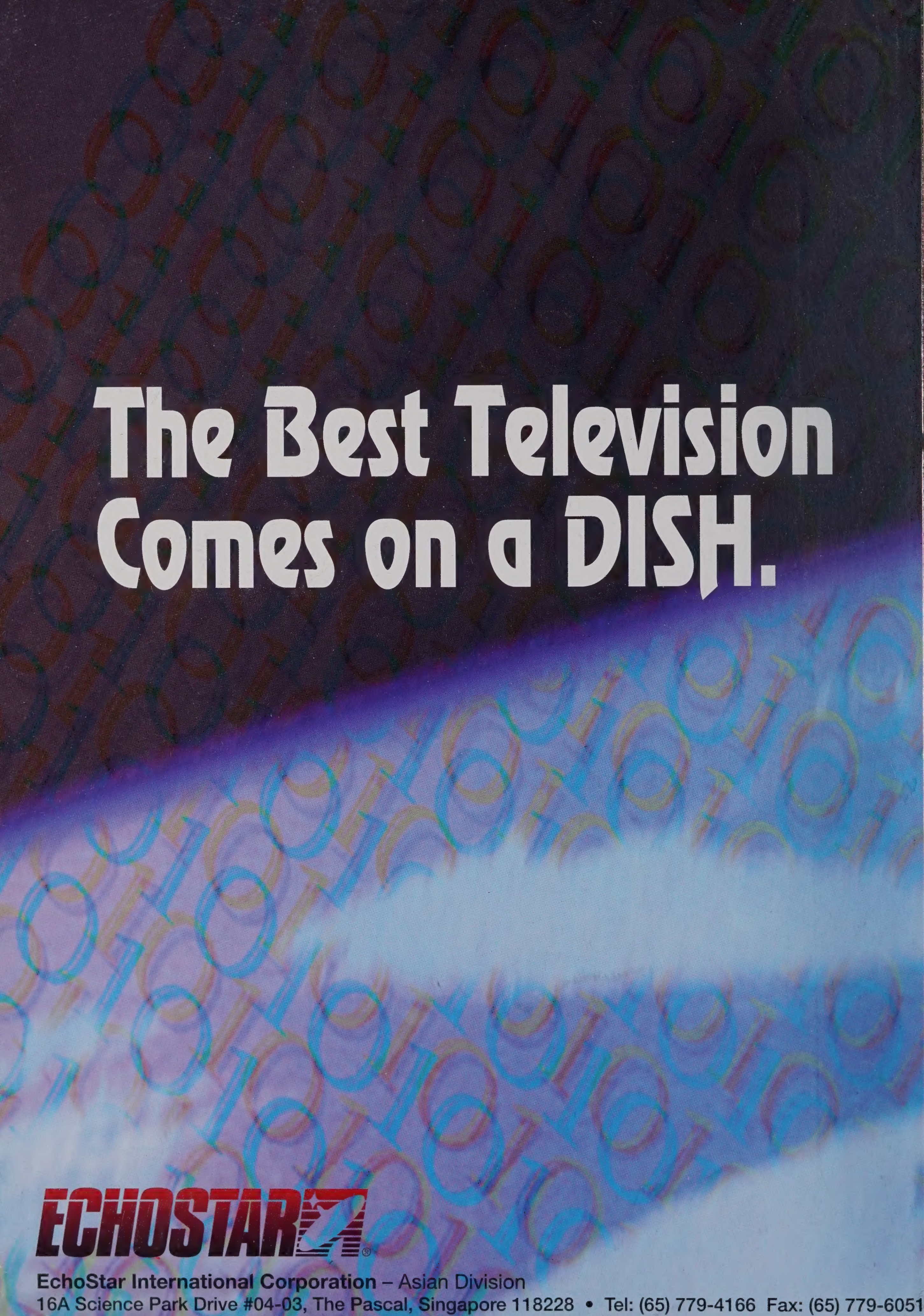

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# FOREWORD

Defining and describing the complex and ever-changing cable and satellite television industries of any Asian nation is an immensely difficult task. Attempting to do the same thing for the region as a whole might appear to be an impossible one.

Yet I am confident that the document you are now holding in your hands is without doubt the most comprehensive piece of research on Asia's burgeoning cable and satellite television industry.

Cornerstone has made every attempt to be as current as possible with the information, in addition to providing the most up-to-date contacts in the thousands of businesses and agencies that have a direct impact on the industry. Given the ever-changing nature of the business, inevitably there is a time lag between when the information is compiled and printed, and when it can be updated in a subsequent edition. However the Asia Media Resource **http://www.calmedia.com** internet web site will allow us to provide you a continuous stream of updated information throughout the year.

Once you have reached the Asia Media Resource home page, simply click on the Asia Cable and Satellite Directory logo. You will be prompted to enter your individualized book number that you will find at the bottom of this page. After filling in a short questionnaire on-screen you will be able to print out the updated addresses and information onto stick labels.

Finally, I would like to thank industry leaders and associations throughout the region for their support for this project and also their generous endorsements, including the China Cable Television Network Association, the Korean Cable Television Association, the Indian Broadcasters Association, the Philippine Cable Television Association and the Cable and Satellite Broadcasters Association of Asia (CASBAA) for their assistance.

In addition I would like to thank individually Andre Nair of the network - The Ogilvy Company, John Kaye of Neilson SRG, Robert Alter, Donna Briggs and Karen Kelly of Cable World, Charles Smith of the Asia Letter, Nathan Ng, Grace and Vivien of FortuneDesign, Hong Kong, and of course our editor Owen Hughes.

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# CABLE & SATELLITE DIRECTORY

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The Editorial Board, Publisher and Staff wish to extend thanks to the regional and local industry associations for their invaluable advice, support and endorsement. Sincere thanks to:

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CABLE AND SATELLITE BROADCASTING ASSOCIATION OF ASIA

KCTA
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Federation of Australian Narrowcasting and Subscription Services Incorporated

*We would like to extend a special thanks for the statistical & demographic information to:*

the network
The Ogilvy Media Company

Nielsen SRG

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## CABLE AND SATELLITE BROADCASTING ASSOCIATION OF ASIA

The Cable and Satellite Broadcasting Association of Asia - **CASBAA** - is a non-profit industry organization formed in 1992 to unite the common interests of professionals working in the satellite broadcasting, cable communications, and related industries in the Asia-Pacific region.

**CASBAA**'s members are leading cable and satellite operators and programmers in Asia and worldwide; the world's leading suppliers and manufacturers of advanced cable and satellite technology; related business service providers; communications, advertising and marketing executives; members of the media; government regulatory bodies; telecoms, and individuals with an interest in the booming cable and satellite industry in Asia.

Home to three-quarters of the world's population, the cable and satellite business in the Asia-Pacific region is growing faster than anywhere in the world. As the industry continues to grow and evolve, so will the importance of **CASBAA**. As a regional organization, **CASBAA** will continue to draw worldwide attention to the tremendous growth taking place and to raise the level of understanding of the issues and challenges created by this constantly changing and expanding competitive landscape.

**CASBAA** members make important contacts throughout Asia; benefit from shared experiences with others in the industry; stay abreast of the latest technological, regulatory, programming, distribution, marketing and other trends and developments; learn the intricacies of conducting business in new markets; gain a competitive edge by associating with market leaders and decision makers; and take part in strategy planning sessions on important issues effecting their business.

### ANNUAL CASBAA CONFERENCE

**CASBAA** organizes an annual industry-endorsed convention and exhibition created to benefit industry professionals throughout the Asia-Pacific region. Given the tremendous importance of the conference as a platform to engage in high-level discussions on issues of importance to the future growth and direction of the television industry in Asia, we encourage your participation.

**Cable and Satellite Asia '96 will take place at the Hong Kong Convention & Exhibition Centre from 20-22 November. The conference is co-organized with Reed Exhibition Companies.**

**For Membership or Conference information please contact :**

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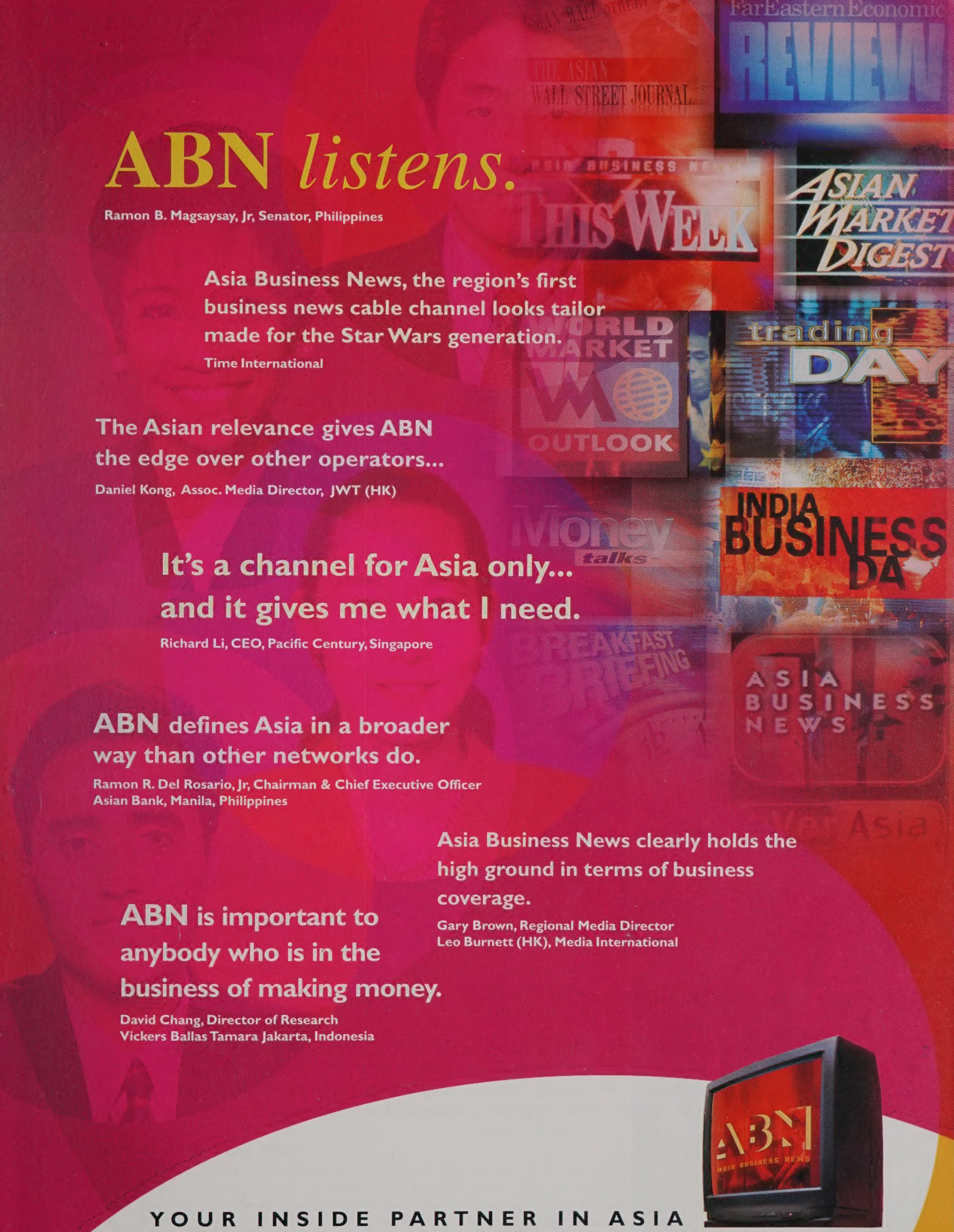

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ABN
ASIA BUSINESS NEWS

# *Clearing* the CLUTTER

The single most repeated message satellite television representatives hear, as we travel the world, is that regional television in Asia can be summed up in one word - CONFUSING! But the truth we all need to realise is that it need not be. What really matters in our business is the viewer, and the single most important thing that matters to the viewer is what is available on their TV screen when they turn it on.

When you make an international telephone call, you neither know nor care in the slightest how the telecommunication companies routed your call. Likewise, television viewers don't care whether the programme they are watching has arrived by cable - fibre-optic or otherwise - from a DTH satellite, through an MMDS distributor, or from anywhere else. They just want quality signals and quality programmes.

From the point of view of our business, there are only three aspects of this interaction with the viewer which are really important.

The first is, can viewers see our channel? As we all know, being within a satellite footprint does not make the channel available to a particular household. And while a cable operator may be receiving a channel, it does not necessarily mean that viewers are. Responsible programmers are honest with their numbers. They differentiate between footprints and households with real capacity to view. Does driving by a news-stand constitute "ability to read"? We hope not.

The second is, are viewers actually watching a channel? The breadth of viewer research available remains limited. Happily, the newly released *IATS Asia 5* goes a significant way towards an impartial assessment of the viewing (and reading) habits of Asia's frequent travellers. One of its most significant findings is the strength broadcast news channels bear in the region - **Asia Business News** was the region's most popular single source of daily business information - print or broadcast!

The third is, when the viewers watch, what are they actually seeing? For example, are cable operators always permitted to air commercials? And is a broadcast programme truly representing independent, responsible news and product coverage, or is it a thinly disguised advertorial for a six-figure sponsor?

For all of the above reasons, **Asia Business News** (ABN) has always been dedicated to assisting the public make reliable business decisions. We also want to help the trade make reliable business decisions. ABN, as part of the Dow Jones television network, stands behind its unswerving editorial integrity and promises that no programme brought you will ever be advertorial. We have never, nor will ever, cede editorial control - it's not for sale at ABN. No distribution figures given you will be anything but the truth, the whole truth. And when we talk to advertisers, no broadcast footprint or viewership figure will be given that does not include the ability of those viewers to view an advertiser's advertisements.

Want to learn more? Fax (+65 323-0788) or call (+65 323 0488) today for a free copy of *Regional Television in Asia*, a fact-filled 20-page introduction to the industry. Or make an appointment with "your inside partner in Asia" and learn why regional television, and ABN in particular, is an effective advertising tool. Clear the clutter.

Paul France
*Chief Executive*,
Asia Business News

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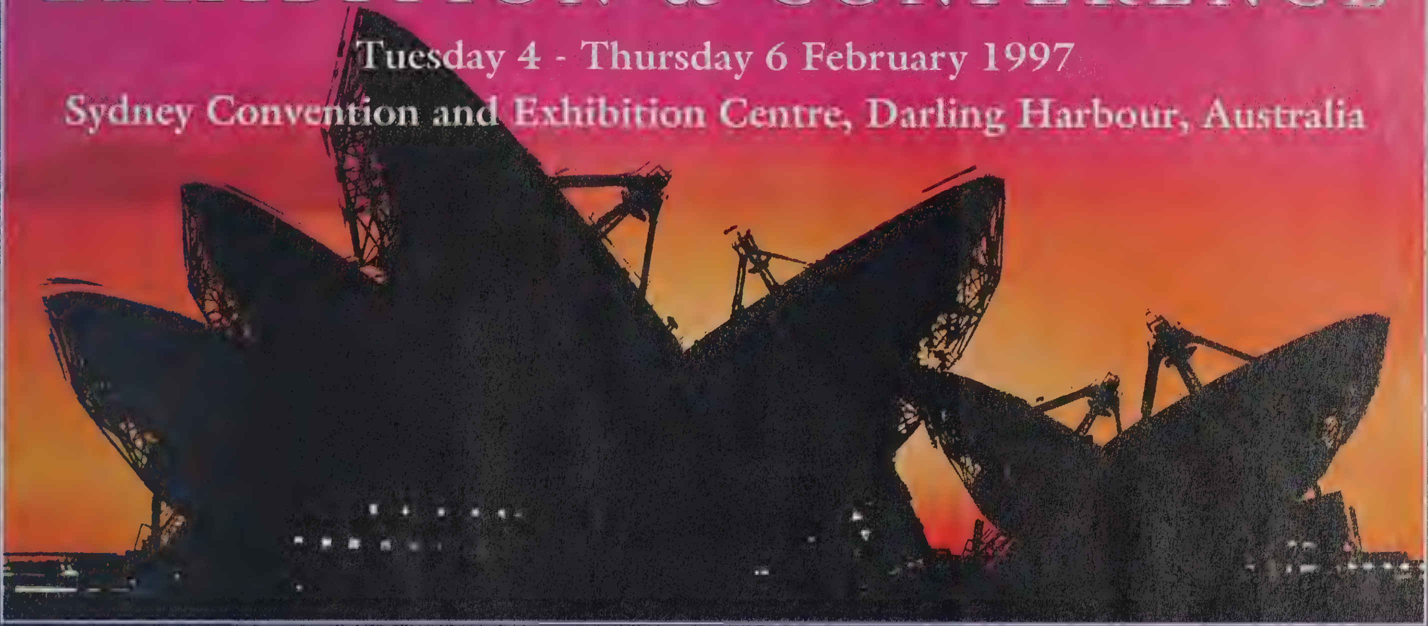

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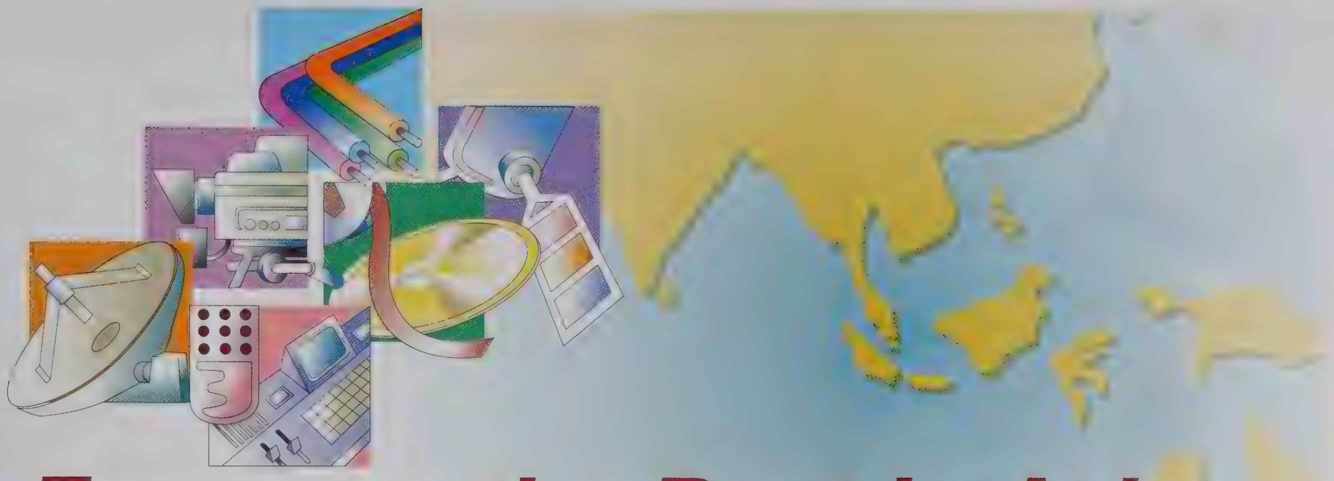

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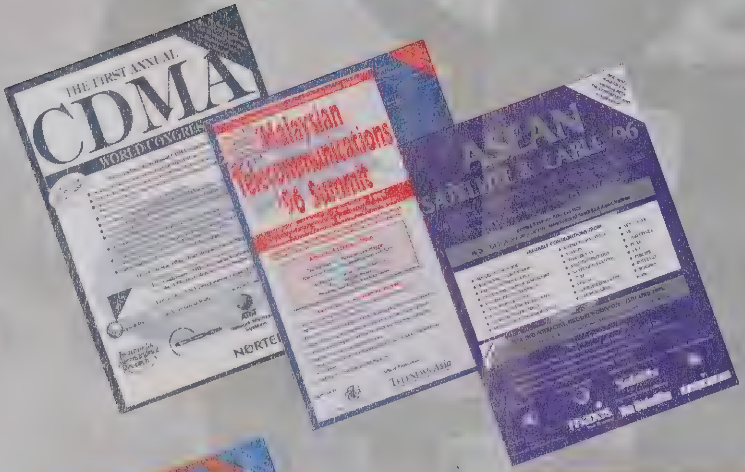
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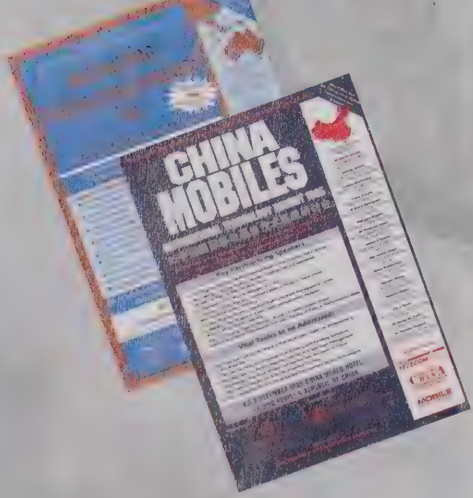

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“We are taking an aggressive approach to marketing the **Asia Media Resource**, with a tie-up with the *Hong Kong Newswire*, and other industry and trade publications across Asia are joining in”, said Kevin Trzcinski, Managing Director or *Cornerstone Associates*. “Through marketing, the **AMR** will build traffic through the site, and will gain global recognition as being the definitive resource for media in Asia.” Trzcinski added.

“With the proliferation of the Internet, and the number of media companies entering the Asian marketplace, we believe that the **AMR** has the potential to be the conduit for the industry”, added Trzcinski.

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Any discussion of the progress of alternative media in Asia like cable and satellite television will naturally dwell on the enormous progress that has been made in the 1990s. State run broadcasters have seen their monopoly of viewers disappear and have transformed themselves into better operations in order to compete. Satellite operators have altered their shotgun approach to programming that once offered the same fare to everyone under their footprints, have begun to intricately fashion a web of programming that appeals to as many tastes and and language groups as possible. On the ground cable operators are beginning to make their voices heard about the need to tailor their software directly to the needs of their customers.

## TELEVISION HOMES IN ASIA (000'S)

| Country | Total | TV | Cable | Satellite |
|---|---|---|---|---|
| Australia | 6,087 | 6,087 | n/a | n/a |
| China | 296,000 | 236,000 | 40,000 | 250 |
| Hong Kong | 1,795 | 1,752 | 191 | 343 |
| India | 190,000 | 47,000 | 13,300 | 200 |
| Indonesia | 44,756 | 18,433 | n/a | 700 |
| Malaysia | 3,096 | 2,823 | n/a | n/a |
| New Zealand | 1,186 | 1,129 | n/a | n/a |
| Philippines | 12,510 | 7,582 | 300 | 7 |
| South Korea | 11,000 | 10,700 | 220 | 200 |
| Singapore | 801 | 785 | 24 | n/a |
| Taiwan | 5,757 | 5,756 | 4,117 | 22 |
| Thailand | 13,886 | 12,447 | 248 | 200 |
| Vietnam | 13,000 | n/a | n/a | n/a |

Source: Nielsen SRG

If what has been achieved in Asia has been huge, then what remains to be done is almost infinitesimal. Millions of people have been connected to cable and satellite but hundreds of millions are still waiting, or in fact are still waiting for any sort of television at all. The potential for television is staggering, but it is also clear that getting consumers in Asia to accept it, let alone pay for it will require enormous finesse, pragmatism and patience.

The markets set out country by country over the following pages reveal quite staggering contrasts in terms of per capita income and the sophistication of the infrastructure. At one end of the scale the Japanese enjoy an income higher than Europeans, while at the other the Bangladeshis are some of the poorest people in the world. It is an illusion to refer to Asia as if it was a homogeneous entity because of the ethnic and cultural differences within single nations like China and India on their own, without even thinking of the other nations and territories contained in this directory.

But assuming for the stake of bald statistics one does clump the mass of people and states in the area defined as Asia together, there are some startling numbers. Satellite television, which was practically non-existent in Asia before late 1991 now reaches some 35 million homes, a figure that is due to triple by the year 2005. Cable subscribers now number 64 million. Five years into the next century there will be more than 250 million households wired.

Certainly it is true that the income emerging from cable and satellite is not anything like the order of magnitude in Asia as it would be in the established markets elsewhere in the world like the US and Europe. However the revenue totals for the region have been estimated to rise by more than 800 per cent to more than $50 billion by 2005. At the moment there are some 40 satellites operating in the Asia Pacific region supplying television and telecommunications. Within a decade this figure is expected to grow to 60.

The burgeoning number of satellites illustrates the development of cable and satellite television in Asia. When AsiaSat 1 was launched in 1990 it was a second-hand bird carrying a network called Star TV that no one had heard of and the signals of terrestrials like China Central Television (CCTV) that could not be seen by viewers over the vast distances of China any other way. In 1996 AsiaSat's successor is now carrying digitally-compressed channels that quintuple the potential number of channels a satellite can carry; not to mention the fact that AsiaSat2 is the first bird to offer subscription channels to Asia's burgeoning direct to home market. CCTV is still relaying its free-to-air signals on AsiaSat1, but from late 1995 it became a player in the subscription channel provider market with four services of its own. In theory they are must carry channels on any Chinese cable system, giving them a potential viewership of 40 million households on more than 1,200 operators.

China is among the nations in Asia that have executed a neat about-face over their attitude to alternative programming sources. Singapore and Malaysia initially reacted to satellite tv by banning dishes; the Chinese introduced a draconian licensing regime. Now each of these three nations have embraced the brave new world of television by authorising state-run cable and satellite services. Realising that it was impossible to keep signals from crossing their boundaries, the governments took the practical approach and decided to set up methods of disseminating signals they could control themselves like Singapore Cable Vision, Malaysia's Measat and the CCTV subscription channels. At the same time the Taiwanese, Indians, Filipinos and South Koreans were busy setting up licensing and administrative structures for their own cable television operators. On the fringes of Asia, the Japanese, New Zealanders and Australians are also going full steam ahead with their own cable and satellite plans, but the technology only seems to be a profitable option for the Kiwis for the time being.

That illustrates a very important, some would say the essential, point about Asia - whether it is yet a serious market in terms of returns is a highly debatable point. For every industry executive who fantasises about 1.5 billion people all tuning into Baywatch, there is another heartily sick with his company's local partners, the uneven implementation of the same laws by different bureaucrats and the falsification of subscriber numbers. Simultaneously there are cable operators who are angry at the high costs of imported programming that may have little genuine interest among his customers . Or the Asian officials who have spent years studying for doctorates, only to be told how to do their job by a man in a suit fresh off an airplane from Los Angeles.

There is no doubt these are symptoms of a market whose burgeoning rate of expansion has thrown up contradiction after contradiction. Indeed, one of the many values of this directory is to set down in one volume the widely different market conditions prevalent in Asia at the moment. What the shape of the industry will be across the region a decade from now is difficult to say. What is likely is that national and cultural markets will expand hand-in-hand with the growth of domestically-produced programming and marketing techniques. Should this happen as Asia's economic strength continues to grow then the cable and satellite market will be among the most formidable on earth.

## VIDEO, LASER DISC & CINEMA

| **COSTS** | **AVERAGE COST (US$)** | | |
|---|---|---|---|
| **Country** | **Video Tape Rental** | **Laser Disk Rental** | **Cinema Ticket** |
| Australia | 5.60 | * | 11.50 |
| Hong Kong | 4.40** | 4.40** | 7.80 |
| Indonesia | 1.30-2.20 | 2.20 | 3.50-4.40 |
| Malaysia | 1.20 | 1.60 (Eng) 2.40 (Chin) | 2.40-3.20 |
| New Zealand | 4.80 | * | 6.50 |
| Philippines | 1.00 | 2.00 | 1.40 |
| Singapore | 3.50 | 3.50 | 5.00 |
| Taiwan | 3.60 | 3.60 | 8.00 |
| Thailand | 1.60 | 1.80 | 3.20 |
| Vietnam | 0.20 | * | 0.90-1.40 |

* No Significant Laser Disk Rental Market
**Maximum cost (for non-club members)

Source: Nielsen SRG Media Index & Establishment Surveys 1995

| **OWNERSHIP** | **% OF HOMES WITH** | |
|---|---|---|
| **Country** | **VCR** | **Laser Disc Player** |
| Australia | 83 | * |
| China | 53 | 5 |
| Hong Kong | 76 | 38 |
| Indonesia | 9 | 3 |
| Malaysia | 47 | 3 |
| New Zealand | 80 | * |
| Philippines | 39 | 6 |
| Singapore | 76 | 25 |
| Taiwan | 78 | 6 |
| Thailand | 62 | 6 |
| Vietnam | 60 | * |

* No Significant Laser Disc Ownership

*Source: Nielsen SRG Media Index & Establishment Surveys 1995*

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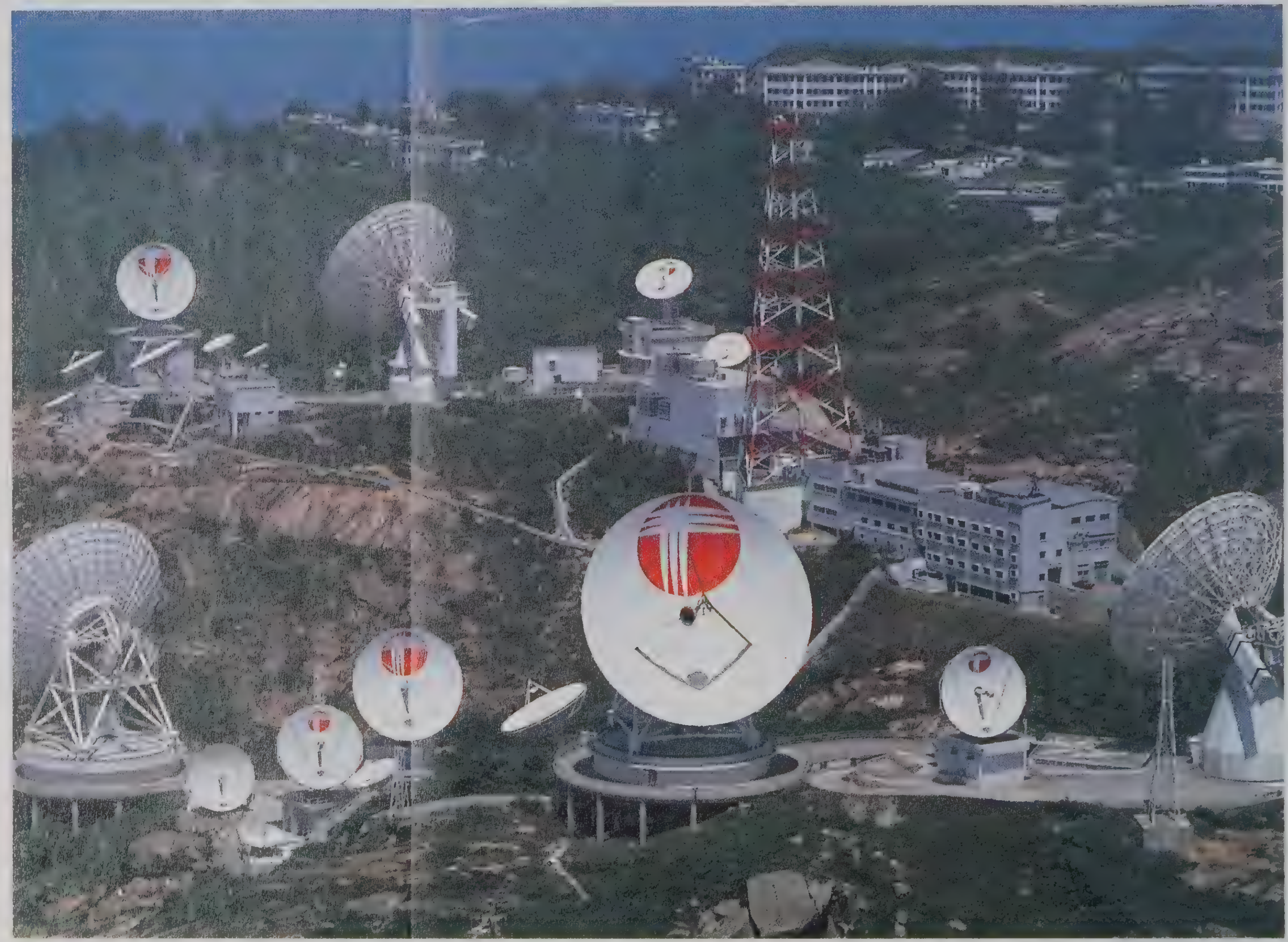

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**Contact:**
Mr. Jose Ramon Olives, Vice President
Mr. Rafael Lopez, S.M. Information
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Mr. Geoff Kleemann, Finance Director
Mr. Larry Carleton, Chief Operating Officer
**Monthly Charge:** A$49-95
**Year Established:** 1993

### Australia Television
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Sydney, NSW 2001, Australia
***Tel:*** 61 2 9950 3073
***Fax:*** 61 2 9950 3064
**Contact:**
Mr. Michael Mann, Chief Executive
Ms. Gina Yung Kelly, Sales & Client Manager
Mr. Tim Storer, Distribution Manager
**Monthly Charge:** Free to Air
**Year Established:** 1993

### BBC - Worldwide
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**Contact:**
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### Canal France International
59 Boulevard Exelmans, Paris 75016 France
***Tel:*** 33 1 4071 1171
***Fax:*** 33 1 4071 1172
**Contact:**
Mr. Philippe Baudillon, C.E.O.
Mr. Claude Esclatine, C.O.O.
**Basic:** Yes
**Satellites & Transponders:**
Palapa C1, Intelsat 704 (Encrypted)
**Year Established:** 1989

### CED
2500 NW 30 St., Miami, FL 33142,
United States
***Tel:*** 305 633 8020
***Fax:*** 305 635 5445
**Contact:**
Mr. Sam Pascucci, President
Mr. Arthur Barr, V.P.
**MMDS**
**Year Established:** 1996

### Channel KTV
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Ms. Catherine Wong, Vice President
Mr. Goh Soo Lim, Senior Vice President
Ms. Francine Martindale, S.V.P., Programming
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***Fax:*** 852 2827 7377
**Contact:**
Mr. Robert Chua, Chairman & C.E.O.
Ms. Peggy Chua, Executive Director
Mr. Kenneth King, Senior Vice President
Mr. Paul Loh, V.P., Marketing
**Monthly Charge:** Free to Air
**Satellites & Transponders:** Apstar 1
**Year Established:** 1994

*CETV Family Channel was officially launched on **11 March 1995**, broadcasting 24 hours daily service via **APSTAR-1** to every Chinese family in Asia. CETV Family Channel offers entertainment / variety / education programmes with "No Violence, No Sex, No News" positioning appeals to Asian values.*

### Channel [V]
7/F, One Harbourfront, 18 Tak Fung Street,
HungHom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 7203
**Contact:**
Mr. Don Ateyo, G.M.
Ms. Nicky Loiterton

### Chinese Television Network
10/F, Block A, Ming Pao Industrial Centre
18 Ka Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2515 6333
***Fax:*** 852 2515 6474
**Contact:**
Ms. Nansun Shi, Controller
Mr. William Au, Marketing Controller
Mr. Kwai Yeung Cheung, Assistant Controller
Ms. Rita Kao, Senior Programme Executive
Mr. Ringo C.P. Leung, Marketing Manager
Mr. Rick W.K. Fong, Research Executive
**Asia Address:**
Unit D, 9/F, Hung Tai Centre
No. 168 Tun Hua North Road
Taipei, Taiwan
**Number of Subs:** 13 million
**Premium Channels:** Yes
**Satellites & Transponders:** PanSat 2
**Year Established:** 1994

TNT & Cartoon Network brings our Asian audience an irresistible
programming combination with 14 hours of the world's favorite cartoons
followed by 10 hours of the greatest Hollywood movies of all time.
To brighten up your family programming mix,
please call the numbers listed below.

Hong Kong Tel : (852) 2826-4500 Fax : (852) 2804-6415
Sydney Tel : (61) 2-9900-3111 Fax : (61) 2-9957-5161
Tokyo Tel : (81) 3-5466-1561 Fax : (81) 3-5466-1560
New Delhi Tel : (91) 11-301-6162 Ext. 222 Fax : (91) 11-301-9480

## ESPN LIVES AND BREATHES SPORTS . . . 365 DAYS OF THE YEAR

**ESPN** in Asia is a dedicated, 24 hours-a-day sports network. LIVE events are the core of this network, transmitted simultaneously in four languages from our newly commissioned, state-of-the-art, production and broadcast facility in Singapore.

ESPN was first launched in the U.S. in 1979 and now has a global reach of more than 175 million television households in over 160 countries in 19 languages.

ESPN carries the world's top football leagues through to their finals, including the English Premier League, Dutch First Division, Brazilian leagues and the UEFA Champions League. In addition to over 60 other sports, ESPN is the only sports network to distribute all four major U.S. sports championships – the Super Bowl, the NBA Finals, NHL Stanley Cup Finals and Major League Baseball's World Series.

ESPN in Asia is committed to providing the most compelling coverage. Innovative production techniques combined with top quality programming ensures that our viewers have the best seats at the game, in their own language.

### ESPN IS SPORTS AND THE BEST SPORTS ARE ON ESPN

NBA – ESPN is the only network in Asia to televise the entire NBA season LIVE, from the opening games through the Playoffs to the Finals.

FOOTBALL – Don't miss football's greatest events, including: the UEFA Champions League, English Premier League, Dutch First Division, South American Copa Libertadores, Brazilian leagues and selected World Cup '98 qualifying matches.

TENNIS – The world's top players compete at the French Open, the ATP Tour Super 9 Series, ATP Tour World Championship, the Davis Cup and the Federation Cup.

GOLF – LIVE telecasts of the British Open and the US Open, the Andersen Consulting World Championship of Golf, the Skins and PGA and Senior PGA events.

X-GAMES – ESPN's summer and winter radical sports competitions push the limits of action sports – bungy jumping, in-line skating, barefoot and wakeboard water-skiing, bicycle stunts, street luge, skysurfing, skateboarding, rock climbing, extreme endurance, ice climbing, snowboarding and extreme skiing.

### STAY WITH ESPN FOR YEAR-ROUND, WORLD CLASS SPORTING EVENTS

Beyond these international favorites ESPN carries premier events from over 60 different sports including:

- World and Asian Championships of Badminton.
- International Test cricket.
- Calcutta Super League Football.
- World Championship and Asian Cup Table Tennis.
- Women's World Grand Prix Volleyball.

and everything from kick boxing to kabaddi; field hockey to sepak takraw; taekwondo to surfing and triathlon to auto racing.

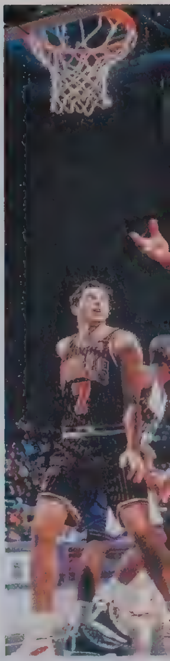
**PLUS!** ESPN also carries a host of originally produced, award-winning news, documentary and magazine shows providing real information for a demanding sports audience. In addition to the scores, ESPN sports news gets right inside the sport.

**To find out more, please call:**

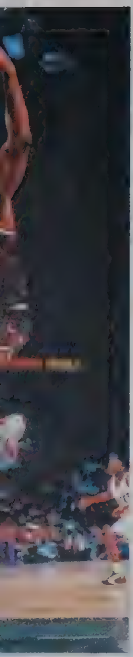
Chris McDonald
*(Marketing & Ad Sales)*
Tel: (852) 2887-1199

Simon Yu
*(International Sales)*
Tel: (65) 289-9164

Visit our award-winning web site:
http://ESPNET.sportszone.com



**Inside Sports • Inside Asia**



## 全年三百六十五日，ESPN與體育息息相關

ESPN在亞洲是一個每日二十四小時為觀眾盡心竭力播送體育節目的電視網絡。我們以現場轉播節目為主，透過新加坡嶄新而先進的製作設備以四種語言把節目傳送出去。

ESPN於一九七九年在美國啟播以來，發展至今，已在全球一百六十多個國家，以十九種語言，廣播予超過一億七千五百萬個家庭收看。

ESPN源源不絕為觀眾送上世界頂級足球聯賽各場賽事，包括英格蘭超級聯賽，荷蘭甲組聯賽、巴西聯賽以及歐洲聯賽冠軍盃。除了報導六十多種不同的體育節目外，ESPN是唯一轉播所有四項美國主要體育錦標賽的體育電視網絡，計有超級碗、美國職業籃球聯賽(NBA)決賽、北美冰上曲棍球聯賽之史丹利盃決賽以及美國職業棒球聯賽之棒球世界大賽。

ESPN亞洲的宗旨是為觀眾提供最精彩的節目。我們提供高科技的製作技術配合優質節目，讓觀眾只需安坐家中，便能以最佳角度欣賞配以當地語言旁述的體育比賽。

### 體育精粹盡在ESPN

NBA — ESPN是亞洲唯一現場轉播整個NBA球季由開幕至季後賽及決賽各場賽事的電視網絡。

足球 — 萬勿錯過各項足球大賽，包括：歐洲聯賽冠軍盃、英格蘭超級聯賽、荷蘭甲組聯賽、南美自由盃、巴西聯賽以及九八年世界盃外圍賽的精選賽事。

網球 — 世界一級好手雲集的法國公開賽、ATP超九站網球賽、ATP世界巡迴網球錦標賽、台維斯盃及協會盃女子網球賽。

高爾夫球 — 現場轉播英國公開賽及美國公開賽、安達信世界錦標賽、逐洞(洞際)賽、美國職業高爾夫球及耆英巡迴賽。

極限運動 — ESPN獨家擁有夏季和冬季極限運動會把速度和危險性推向顛峰 — 有高級彈跳、單排滑輪、跟足及滑板滑水、單車特技表演、街頭雪橇、空中滑翔、滑板、攀岩、極限耐力賽、攀冰、雪地滑板和極限滑雪等。

### ESPN全年為您獻上世界級體育盛事

除了國際精選節目，ESPN亦送上跆拳道、印度式摔角、曲棍球、藤球、滑浪、三項全能及賽車等等六十種以上的體育節目，更包括：

- 世界及亞洲羽毛球錦標賽
- 國際系列木球賽
- 加爾各答超級足球聯賽
- 世界乒乓球錦標賽及亞洲盃乒乓球賽
- 女子世界排球大獎賽。

還有！ESPN亦會播映一系列原創及屢獲殊榮的時事、記錄片及雜誌式節目，滿足觀眾對體育資訊的需要。除了報導賽事結果外，ESPN的體育新聞報導亦會為大家深入剖析幕後動態。

詳情查詢請聯絡:
- 麥奇士(市場及廣告業務)
  (852) 2887-1199
- 余衛明(國際業務)
  (65) 289-9164

國際電腦網址:
http: / / ESPNET.sportszone.com

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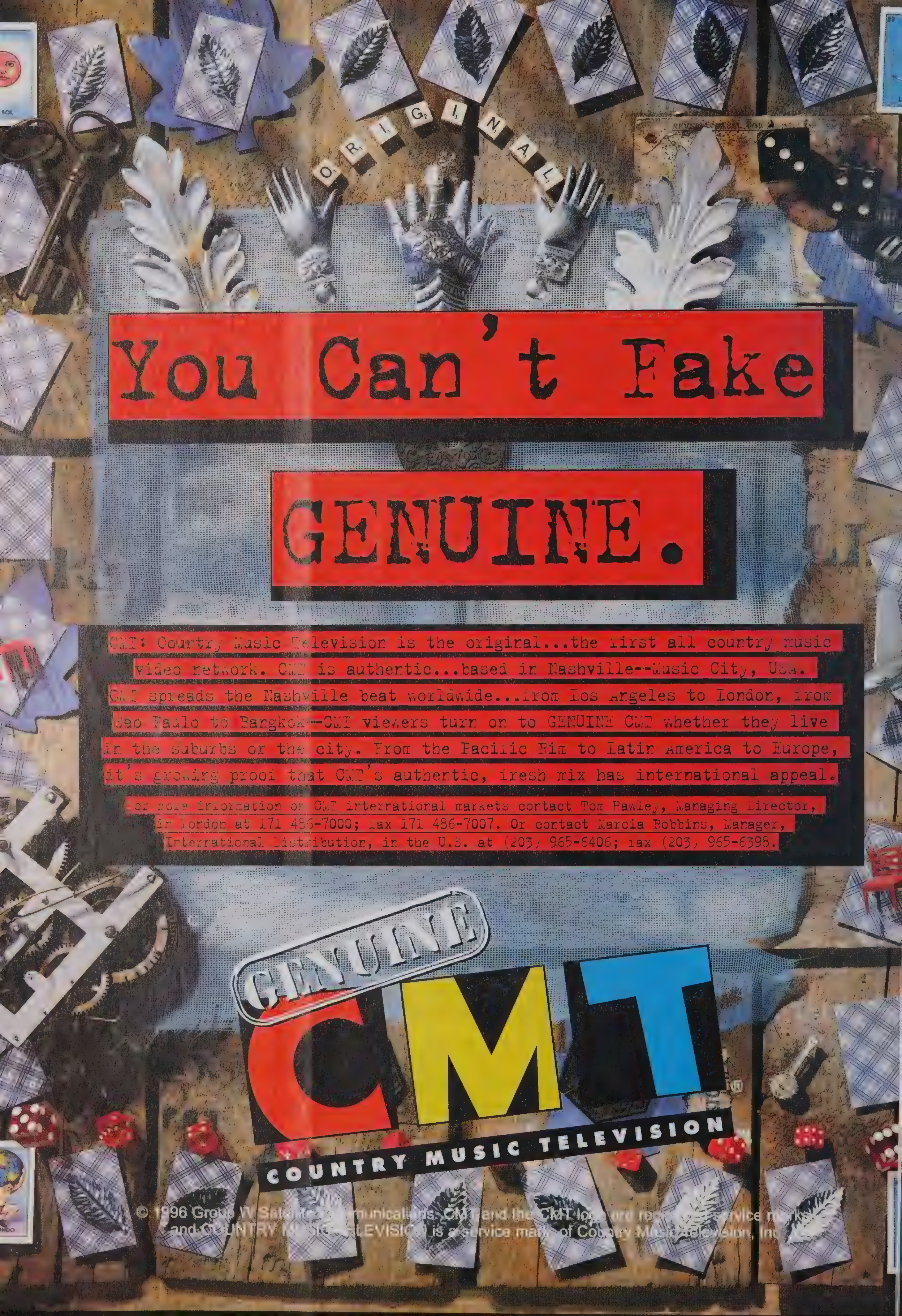

# You Can't Fake GENUINE.

CMT: Country Music Television is the original...the first all country music video network. CMT is authentic...based in Nashville--Music City, USA. CMT spreads the Nashville beat worldwide...from Los Angeles to London, from Sao Paulo to Bangkok--CMT viewers turn on to GENUINE CMT whether they live in the suburbs or the city. From the Pacific Rim to Latin America to Europe, it's growing proof that CMT's authentic, fresh mix has international appeal.

For more information on CMT international markets contact Tom Hawley, Managing Director, in London at 171 486-7000; fax 171 486-7007. Or contact Marcia Robbins, Manager, International Distribution, in the U.S. at (203) 965-6406; fax (203) 965-6398.

GENUINE
CMT®
COUNTRY MUSIC TELEVISION

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### CMT & Country Music Television

Group W Satellite Communications
250 Harbour Drive, Stamford,
CT 06904 United States
***Tel:*** 1 203 965 6000
***Fax:*** 1 203 965 6236
**Contact:**
Mr. Don Mitzner, President
Mr. Lloyd Werner, Exec.V.P.
Mr. Tom Hawley, Manag. Dir.
Mr. Robert Storin, Dir, Marketing
Ms. Cindy Jeffries, Dir, Advert.
Ms. Allison Wells, Sen. Advert.
Mr. Steve Soule, Sen. V.P.
**Cable Station:** Yes
**Number of Subs:** 14.5 million
**Year Establsihed:** 1983

*Country Music Television is the genuine, original, authentic, worldwide country music video authority carrying a mix of country music videos by chart-topping and cutting edge country music artists. The 24-hour country music video channel currently reaches over 41 million cable and satellite subscribers worldwide including the United States, Latin America, the Asia-Pacific region and Europe.*

### CNBC Asia

Room 1511, Eight Commercial Tower
8 Sun Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2976 9293
***Fax:*** 852 2505 4710
**Contact:**
Mr. S.K. Fung, C.E.O.
Mr. K.C. Tsang, Managing Editor, CNBC
Ms. Sasha Salama, Editor, Special Projects
Mr. Bruce Shu, Supervising Producer
Mr. Ian Whiteley, Supervising Producer
Ms. Emma Louise Fung, Network Distribution
Mr. Danny Fung, Senior Research Writer
Ms. Diane Powers, Affiliate Marketing

*CNBC is the world's first 24-hour global business news network, offering coverage from three continents for round-the-clock information from the world's major markets. CNBC is a service of NBC ASIA.*

### CNN - Cable News Network, Inc

One CNN Centre, Box 105366
Atlanta, GA 30348-5366, United States
**Asia Address:**
30/ F Entertainment Building
30 Queen's Road Central, Hong Kong
***Tel:*** 852 2826 4500
***Fax:*** 852 2804 6415
**Contact:**
Mr. J. Michael Byrd, President
Ms. Dianne Schneiderjohn, V.P. Marketing

### Deutsche Welle Radio & TV International

Raderberggurtel 50, 50968 Koln, Germany
***Tel:*** 49 221 389 2797
***Fax:*** 49 221 389 2777
**Contact:**
Mr. Peter A. Stabusch, Senior Executive

### DirecTV International

P.O.Box 9631, Long Beach, CA 90810-9927
United States
***Tel:*** 1 310 525 6000
***Fax:*** 1 310 525 6311
**Contact:**
Mr. Jacob Arback, Regional V.P.
Mr. James Meyers, Director - Asia
Mr. Dennis Young, Manager - Japan
**Satellite:** Yes
**Number of Subs:** 2,000,000
**Premium Channels:** Yes
**Year Established:** 1989

### Discovery Channel

20 Loyang Crescent,
Singapore 508984
***Tel:*** 65 548 0588
***Fax:*** 65 548 0598
**Contact:**
Mr. Kevin-John McIntyre, SR V.P. & G.M.
Mr. Mark Lay, Director of Affiliate Sales
Mr. Ken Freeman, SR Manager, Advertising
Ms. Susan Ho, Director of Marketing
Ms. Anya McDonald, Publicist
**Basic:** Yes
**Satellites & Transponders:**
Palapa C2, Apstar I, PAS II
**Year Established:** 1993

*Discovery Channel is a 24 hour satellite network that provides the finest in real-life entertainment. Launched in January 1994, Discovery Channel Asia is presently available to over 5 million subscribers in close to 30 countries throughout the region.*

### EL TV

New Prakash Cinema Building, N.M. Joshi Marg,
Lower Parel (E), Bombay 400 011 India
***Tel:*** 91 22 493 6600
***Fax:*** 91 22 493 1938
**Contact:**
Ms. Meenakshi Madhvani, Vice President
**Other Address:**
1/F, One Harbourfront, 18 Tak Fung Street,
HungHom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 7292
**Contact:**
Mr. Dinesh Gujjeti

### ESPN

605 3rd Avenue, New York, NY 10158-0180
United States
***Tel:*** 1 212 916 9200
***Fax:*** 1 212 916 9205
**Contact:**
Mr. Steven Bornstein, President & C.E.O.
Mr. David Zucker, M.D. International

### ESPN Asia

Suite 3003, Citicorp Centre, Whitfield Rd.
Causeway Bay, Hong Kong
***Tel:*** 852 887 1199
***Fax:*** 852 887 0813
**Contact:**
Mr. Alexander Brown, M.D. Asia
Ms. Vickey P.K. Wu, Sales Associate
Ms. Karen Leong, Sales Associate
**Number of Subs:** 157 Million
**Basic:** Yes
**Satellites & Transponders:**
Pan AmSat 2&4, Apstar 1
**Year Established:** 1979

### Eternal World Television Network (EWTN)

5817 Old Leeds Road, Birmingham, AL 35210
United States
***Tel:*** 1 205 956 9537
***Fax:*** 1 205 951 0142
**Contact:**
Mr. Christopher Wegemer, V.P. Marketing
**Satellites & Transponders:** PanAm Sat 2

### HBO - Home Box Office Pte Ltd

151 Lorong Chuan, #04-05 New Tech Park
Singapore 556741
***Tel:*** 65 288 6303
***Fax:*** 65 287 2210
**Contact:**
Mr. William G. Hooks, Managing Director
Ms. Christine Leo-McKerrow, Director

*HBO subscribers enjoy over 70 different movies every month, 24 hours a day and absolutely commercial-free. It has exclusive licensing agreements with 5 major Hollywood studios, namely Warner Bros, Paramount Pictures, Columbia TriStar, MCA/Universal and Disney's Buena Vista International Television. In addition to movies, HBO also offers HBO Original Movies, exclusive comedy series and concerts, documentaries, interviews with Hollywood's most interesting stars, children's programming and much, much more. HBO Asia provides closed-captioned subtitling in Thai, Bahasa Indonesian and Chinese and is currently available in 12 countries throughout Asia.*

### In Mumbai

1/B Param Plaza, JR Mhatre Marg, Ruia Park
Juhu, Bombay 400 049 India
***Tel:*** 91 22 620 4350
***Fax:*** 91 22 625 1469

### Jain TV

Jain Studios Campus, Scindia Villa,
Sarojini Nagar, New Delhi 110 023 India
***Tel:*** 91 11 611 4530
***Fax:*** 91 11 687 3015
**Contact:**
Dr. J.K. Jain, President
Ms. Shalini Dhanda, Director, Programs
Ms. Sadhna Bhardwaj, Director, Sales
**Monthly Charge:** Free To Air
**Basic:** Yes
**Satellites & Transponders:**
Pas 4
**Year Established:** 1994

### MTV - Music Television
1515 Broadway, New York, NY 10036
United States
***Tel:*** 1 212 258 8507
***Fax:*** 1 212 258 8515
**Contact:**
Ms. Janet Scardino, Director, International
Mr. Robert W. Youngs, Marketing Coordinator

### MTV - Music Television Asia
01-01, Treasury Bldg, 8 Shenton Way
Singapore 0106 Singapore
***Tel:*** 65 221 8166
***Fax:*** 65 221 0703
**Asia Address:**
1601-2 Grand Centre, 8 Humphreys Avenue,
Tsimshatsui, Kowloon, Hong Kong
***Tel:*** 852 2312 0555
***Fax:*** 852 2312 0066
**Contact:**
Mr. Marc Conneelly, Managing Director
Mr. Richard Cunningham, Director
Mr. Mohamed Ikbal, Network Dev.
Mr. Sudhanshu Sarronwala, V.P.

*MTV Asia is a 24-hour English-language music-based network and MTV Mandarin is a 24-hour Mandarin-language music-based network targeted to Asian and Chinese viewers aged 16-34. Both services and their programming blocks are delivered via satellite to cable. MMDS, SMATV, UHF broadcast and direct-to-home television households in over 50 countries including Indonesia, Thailand, Philippines, India, Korea, Taiwan, China, Singapore and Hong Kong. MTV Asia and MTV Mandarin are advertiser-supported. MTV Asia is delivered via satellite on PanAmSat 4 and Palapa C1 and MTV Mandarin is encrypted and delivered via satellite on Apstar-1 and PanAMSat 2.*

### MTV India
305, IBS, Argadia, Nariman Point
Bombay 400021 India
***Tel:*** 91 22 287 1888
***Fax:*** 91 22 285 1880
**Contact:**
Mr. Chandni Sahgal, General Manager
Mr. Suresh Ramanathan, Branch Head, South
Mr. Hiremath Sanjev, Director
**Satellites & Transponders:** Pas 4
**Year Established:** 1996

### NBC Asia
33/F, Eight Commercial Tower
8 Sun Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2965 6800
***Fax:*** 852 2965 6558
**Contact:**
Mr. S.K. Fung, C.E.O.
Mr. K.C. Tsang, Managing Editor, CNBC
Ms. June Teng. Director of Programming
Ms. Mildred Briones, Program Manager
**Satellites & Transponders:**
Palapa C1, Pan Am Sat 2, AsiaSat 2
**Year Established:** 1994

*NBC is an English-language entertainment service with a diverse mix of news, current affairs, documentaries, drama, children's programming, and sports programming. NBC is a service of NBC ASIA.*

### NEPC Television
36 Wallajah Rd., Madras- 600 002, India
***Tel:*** 91 44 8525041
***Fax:*** 91 44 8522553
**Contact:**
Mr. Rajkumar, Dir.
**Terrestrial:** Yes
**Basic:** Yes
**Satellite and Transponder:**
Intelsat 703, 20hrs/week

### News Televisions PVT Ltd.
3/F Sanghrajkha Hse., 431 Lamington Rd.,
Mumbai 400004 India
***Tel:*** 91 22 383 5183
***Fax:*** 91 22 383 5151
**Contact:**
Mr. Jules Fuller, D.G.M.
Ms. Sunita Rajan, Head of Marketing
Mr. Gene Swinstead, Managing Dir.
**Satellite:** Yes

### Phoenix Satellite Television Co. Ltd.
9/F, One Harbourfront
18 Tak Fung Street, Hunghom, Hong Kong
***Tel:*** 852 2621 9888
***Fax:*** 852 2621 9898
**Contact:**
Mr. Howard Ho, G.M. Distribution

*Phoenix Satellite Television Co. Ltd. is a joint-venture formed between STAR TV, Today's Asia Ltd. and China Wise International Ltd. Downlinked from Asiasat 1, Phoenix Chinese Channel is a free-to-air 24-hour Mandarin language entertainment channel with quality Chinese and foreign programming, including infotainment, sports, music, dramas, movies and variety shows.*

### PT. Surya Citra Televisi
Wisma AKR 2/F
Jalan Panjang No.5 - Kebon Jeruk
Jakarta Barat 11530 Indonesia
***Tel:*** 62 21 531 1155
***Fax:*** 62 21 531 1144
**Contact:**
Mrs. Lanny Ratulangi, Sales Director
Mrs. Yuli Ismartono, G.M., Public Relations
**Satellites & Transponders:** Palapa C1
**Year Established:** 1990

### Radio France Internationale
116, Avenue du President Kennedy
Paris 75016 France
***Tel:*** 33 1 4230 1212
***Fax:*** 33 1 4230 3071
**Contact:**
Mr. Jean-Paul Cluzel, President
Mr. Eric Baptiste, Director of Development
Ms. Christine Berbudeau, Director
**Radio & Satellite**
**Number of Subs:** 30 Million
**Satellites & Transponders:**
Palapa C1, Intersat 704 & 701

### Reuters Television Ltd
10/F, Cityplaza 3, 14 Tai Koo Wan Road,
Quarry Bay, Hong Kong
***Tel:*** 852 2843 6900
***Fax:*** 852 2868 4869
**Contact:**
Mr. James Thomas, Business Manager
Mr. Richard Stokes, Sales Manager Asia
Mr. Tony Davenport, News Editor Asia
**Satellites & Transponders:**
Intelsat 704, Apstar 1
**Year Established:** 1993

### SKY Cable
G/F, Benpres Building, Meralco/Exchange
Road, Pasig 1600, Metro Manila, Philippines
***Tel:*** 63 2 635 6405
***Fax:*** 63 2 632 9796
**Contact:**
Engr. Edgar A. Magsino, Manager

### Sky Racing Channel
2/81 Frenchs Forest Road
Frenchs Forest NSW 2086, Australia
***Tel:*** 61 2 451 0888
***Fax:*** 61 2 452 2222
**Contact:**
Mr. Brent Smith, General Manager
Mr. Tim Charlton, Marketing Manager
**Satellite:** Yes
**Premium Channels:** Yes
**Year Established:** 1984
**Asia Address:**
7 Floor Harbour Front, 18 Tak Fung St.,
Hung Hom, Kowloon, Hong Kong

### Sony Entertainment Television
Plot No. 23, Shah Industrial Estate
Off Veera Desai Road, Andheri
Bombay 400 058 India
***Tel:*** 91 22 633 1729
***Fax:*** 91 22 631 7836
**Contact:**
Mr. Arun Arora, C.E.O.
Mr. Kunal Dasgupta, C.F.O.
**Number of Subs:** 7.12 million

*"Sony Entertainment Television", launched on the 8th October 1996, and offers a variety of Hindi general entertainment programming. Sony beams its programming from the PAS-4 satellite and has commissioned 1000 hours of original programming in the first year alone and over Rs 200 crores (US $ 57 Million) allotted to new productions over the next three years. In its 8th month of operation,*

MTV

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SEC 2
TUNHUA SOUTH ROAD
TAIPEI, TAIWAN
TEL: 8862-731-2000
FAX: 8862-377-0864

**SINGAPORE**
8 SHENTON WAY
#01-01 TREASURY BUILDING
SINGAPORE, 0106
TEL: 65-221-8166
FAX: 65-221-1061

**INDIA**
C/O IBS
305 ARCADIA
NARIMAN POINT
MUMBAI 400021 INDIA
TEL: 9122-287-1888
FAX: 9122-285-1880

**JAPAN**
[illegible]F SHIROKANEDAI CREST BUILDING
[illegible]-2-11 SHIROKANEDAI, MINATO-KU
TOKYO, 108 JAPAN
TEL: 81-3-5448-1103
FAX: 81-3-5448-9131

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**Four distinct services. And about a billion electrifying possibilities.**

**Exclusive live performances by:** Bally Sagoo, Beyond, Bobby Chen, Bon Jovi, Def Leppard, Formosa, Frente!, Harlem Yu, Jerry Huang, Li Du, Merril Bainbridge, Rick Price, Shwetta Shetty, Slash with Indus Creed, Urban Cookie Collective, Wu Bai, Zheng Zhi Hua **Guest VJs including:** Aaron Kwok, Alex To, Alisha, Apache Indian, Baba Sehgal, Bjork, D.J. Jerry, Dadawa, Donada, The Eagles, Eraserheads, Eric Moo, Lenny Kravitz, Lui Fong, Nisa Lim, R.E.M., Richard Marx, Rod Stewart, Roxette, Tarcy Su **"MTV in Control" with:** Air Supply, Chage & Aska, Chyi Chin, Coco Lee, Emil Chou, Enya, L.A. Boyz, Michael Bolton, Sheryl Crow, Simply Red **"MTV Tour Presents":** MTV Alternative Nation Tour with Beastie Boys, Foo Fighters and Sonic Youth; Bobby Chen, Bon Jovi Crossroads Tour, Jeff Chang, Harlem Yu, Wet Wet Wet, Wu Bai **On-air competitions featuring:** Bon Jovi, Jacky Chan, Jacky Cheung **Special Events like:** MTV Movie Awards, MTV Video Music Awards, MTV Europe Music Awards, and much more.

**asia**
SINGAPORE
Tel: 65-221-8166
Fax: 65-221-0703

**mandarin**
TAIPEI
Tel: 886-2-737-2000
Fax: 886-2-377-0864

HONG KONG
Tel: 852-2312-0555
Fax: 852-2312-0066

**india**
BOMBAY
Tel: 91-22-287-1888
Fax: 91-22-285-1880

**japan**
TOKYO
Tel: 81-3-5448-1103
Fax: 81-3-5448-9131

*Sony Entertainment Television has attained the No. 2 position in the Hindi entertainment television market in India.*

### Star Plus
11/F, One Harbourfront, 18 Tak Fung Street,
HungHom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 8031
**Contact:**
Mr. Steve Askew

### Star Sports
10/F, One Harbourfront, 18 Tak Fung Street,
HungHom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 7700
**Contact:**
Ms. Kelly Butler, G.M.

### Star TV
8/F, One Harbourfront, 18 Tak Fung Street
Hunghom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 8000
**Contact:**
Mr. Gary Davey, Chief Executive Officer
Mr. Guy Dunstan, General Manager
Mr. Bruce Churchill, Deputy C.E.O.
Ms. Saroj Sirkeck, Research Manager
Mr. Michael Richter, Head of Sports
Mr. David P. Ilagan, G. M. SE Asia
Mr. Christopher Venn, Manager - Broadcast
Ms. Bina Gupta, Sponsorship Manager
Mr. Sidney K Y Ho, Sales Manager, China
**Number of Subs:** 53 million
**Premium Channels:** Yes
**Basic:** Yes
**Satellites & Transponders:**
12 transponders on AsiaSat 1, 9 transponders on AsiaSat 2, 2 on Palapa C1
**Year Established:** 1991
*Star TV reaches 220 million viewers across Asia, India and the Middle East with subscription and free-to-air services including Channel [V], EL TV, Phoenix Chinese Channel, STAR Chinese Channel, STAR Movies, STAR Plus, STAR Plus Japan, STAR Sports, VIVA Cinema, ZEE Cinema and ZEE TV.*

### Sun TV
268/269, 2/F Anna Sakai, Teynempet
Madras 600 018 India

### T.V. India Pvt Ltd
D-5, Green Park, New Delhi 110016 India
***Tel:*** 91 11 696 8340
***Fax:*** 91 11 696 8227
**Contact:**
Mr. Pradip Chanda, Chief Executive
Ms. Karan Thapar, Program Director
Mr. Mohan Bharara, Sales Controller
**Satellite:** Yes
**Number of Subs:** 24 Million
**Basic:** Yes
**Year Established:** 1995

### Time Warner Cable
300 First Stamford Place, Stamford, CT 06902
United States
***Tel:*** 1 203 328 0621
***Fax:*** 1 203 328 0691
**Contact:**
Mr. Jeffrey Schwall, President International
Mr. Michael Suhanovsky, V.P.- Asia Pacific
**Number of Subs:** 11.7 Million
**Premium Channels:** Yes

### TNT & Cartoon Network
32/F, 8 Commercial Tower
8 Sun Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2965 2888
***Fax:*** 852 2965 2652
**Contact:**
Ms. Celia Chong, S.V.P. & G.M.

### Turner International Asia Pacific Ltd
30/F, Entertainment Building
30 Queen's Road Central, Hong Kong
***Tel:*** 852 2826 4500
***Fax:*** 852 2804 6415
**Contact:**
Mr. J. Michael Byrd, President
Ms. Dianne Schneiderjohn, V.P. Marketing

### Turner International Australia Pty., Ltd.
Level 22, 111 Pacific Highway, AGL Building
North Sydney, NSW 2060 Australia
***Tel:*** 61 2 9900 3111
***Fax:*** 61 2 9957 5161
**Contact:**
Mr. Tony Manton, M.D.
Mr. Gregg Creevey, VP Sales SE Asia

### Turner International India Pvt. Ltd.
The Taj Mahal Hotel, Suite 222
One Mansingh Road, New Delhi 110 011 India
***Tel:*** 91 11 301 6162
***Fax:*** 91 11 301 9480
**Contact:**
Mr. Bhaskar Pant, President

### Turner International Japan Inc.
Nishiazabu-Mitsui Building, Suite 803
4-17-30 Nichiazabu, Minato-ku Tokyo 106
Japan
***Tel:*** 81 3 5466 1561
***Fax:*** 81 3 5466 1560
**Contact:**
Mr. William Kelly, President

### TV 5
15 Rue Cognac - Jay, Paris 75007 France
***Tel:*** 33 1 4418 5556
***Fax:*** 33 1 4418 5510
**Contact:**
Mr. Patrick Imhaus, C.E.O.
Mr. Alain Auclaire, C.O.O.
**Monthly Charge:** Free to Air
**Satellites & Transponders:**
AsiaSat 2 (Digital)
**Year Established:** 1984

### TVB - Television Broadcasts Limited
TV City, Clear Water Bay Road, Kowloon,
Hong Kong
***Tel:*** 852 719 4828
***Fax:*** 852 358 1325
**Contact:**
Mr. Herman Lau, Sales Manager
Mr. Yat Ming Fung, Programme Executive
Mr. Douglas George, Producer
Mr. Shin Keong Cheong, Controller
Ms. Sophia P.C. Chan, Deputy Controller

**TVBI**

### TVB International Limited
TVB House, TV City, Clearwater Bay Road,
Hong Kong
***Tel:*** 852 2335 3333
***Fax:*** 852 2358 3227
**Contact:**
*Mr. Ken Lan, G.M.*
*Mr. Michael Chan, Dep. G.M.*
*Mr. Dewy IP, Assistant G.M.*
*TVBI is the world's leading Chinese programme supplier, distributing over 1,000 hours of programmes in over 30 countries each year. It also operates Chinese cable and satellite TV service in the UK, North America and Taiwan; and a Hindi language channel in India.*

TVSN

### TVSN - The TV Shopping Network
Level 25, The Chifley Tower
2 Chifley Square, Syndey, NSW 2000, Australia
***Tel:*** 61 2 513 8000
***Fax:*** 61 2 513 8100
**Contact:**
Mr. William Schereck, President & C.E.O.
Mr. George Frame, Executive Vice President
Mr. Gary Hart, Affiliate Relations
Mr. Chris Gilbey, Director of Marketing
**Basic:** Yes
**Satellites & Transponders:**
PAS II, PAS 4, AsiaSat 2
**Year Established:** 1992
*TVSN - The TV Shopping Network. Australian based 24-hour electronic retailing service. Screened throughout Australia and beamed by three satellites to over 100 countries with a population exceeding 3.3 billion. Main audience - the 70 million cable/ satellite households in Asia.*

### USA Networks International / SCI FI Asia
1230 Avenue of the America, New York,
NY 10020, United States
***Tel:*** 1 212 408 9100
***Fax:*** 1 212 262 5148
**Contact:**
Mr. Rafael Pastor, Managing Director / E.V.P.
Mr. Robert Carter, Business Development
**Year Established:** 1977

### US West International
9783 Maroon Circle Suite 200
Englewood, CO 80112, United States

*Tel:* 1 303 649 4600
*Fax:* 1 303 649 4621
**Contact:**
Mr. Thomas E. Pardun, President
Mr. Alan Khoo, V.P.
Mr. Alan Koenlgsberg, V.P.
**Number of Subs:** 19 million
**Premium Channels:** Yes
**Year Established:** 1986
**Asia Address:**
Suite 1608 Exchange Square, Tower Two,
Connaught Place, Central 070 Hong Kong
*Tel:* 852 2845 4133
*Fax:* 852 2845 1269

**Viva Cinema**
10/F, One Harbourfront, 18 Tak Fung Street,
HungHom, Kowloon, Hong Kong
*Tel:* 852 2621 8888
*Fax:* 852 2621 7800
**Contact:**
Mr. Joam Wright

**Westinghouse Broadcasting Company, Inc**
250 Harbour Drive, P.O.Box 10210
Stamford, CT 06904-2210, United States
*Tel:* 1 203 965 6057
*Fax:* 1 203 965 6315
**Contact:**
Mr. Robert E. Storin, Director Marketing
Ms. Marcia I. Robbins, Manager International
Mr. Andrew A. Wolfson, Counsel
Mr. Stephen Soule, Senior V. P.
Ms. Evelyn W. Sias, Director Consumer

**WRCX/ Rock 103.5**
875 N. Michigan Ave., Chicago, IL 60611
United States
*Tel:* 312 861 8100
*Fax:* 312 440 9143
**Contact:**
Mr. Mike Fowler, G.M.
Ms. Debbie Buckley, G.S.M.
Mr. Dave Richards, P.D.
**Radio**

**Zee TV**
Continental Building
135, Dr Annie Besant Rd., Worli,
Bombay 400 018
*Tel:* 91 22 493 1930
*Fax:* 91 22 493 1938
**Contact:**
Mr. Digvijay Singh, E.V.P.

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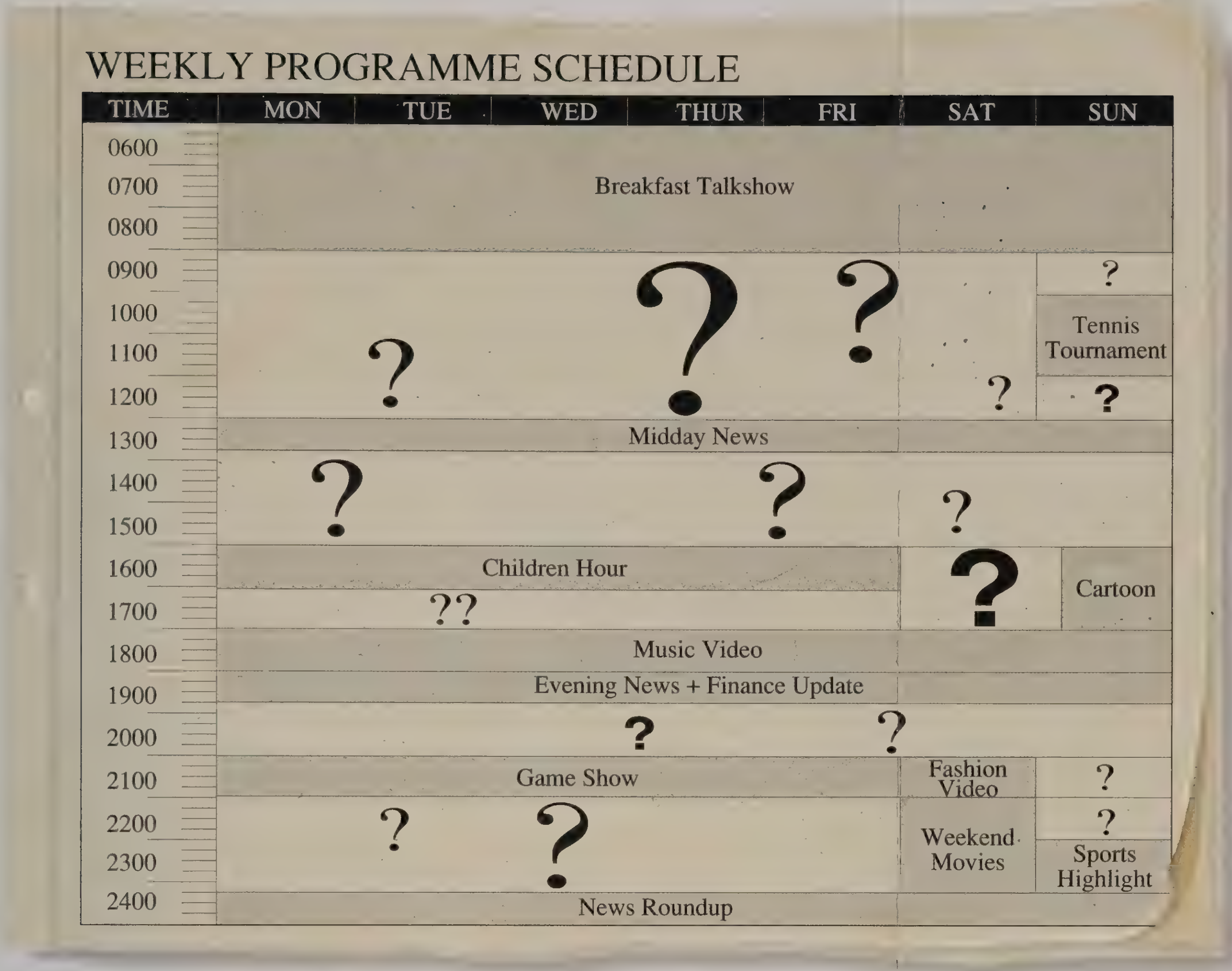
# NOTES



WEEKLY PROGRAMME SCHEDULE

| TIME | MON | TUE | WED | THUR | FRI | SAT | SUN |
|---|---|---|---|---|---|---|---|
| 0600 | Breakfast Talkshow | | | | | | |
| 0700 | | | | | | | |
| 0800 | | | | | | | |
| 0900 | | | | ? | ? | | ? |
| 1000 | | | | | | | Tennis Tournament |
| 1100 | | ? | | | | | |
| 1200 | | | | | | ? | ? |
| 1300 | Midday News | | | | | | |
| 1400 | ? | | | | ? | | |
| 1500 | | | | | | ? | |
| 1600 | Children Hour | | | | | ? | Cartoon |
| 1700 | | ?? | | | | | |
| 1800 | Music Video | | | | | | |
| 1900 | Evening News + Finance Update | | | | | | |
| 2000 | | | | ? | | ? | |
| 2100 | Game Show | | | | | Fashion Video | ? |
| 2200 | | ? | ? | | | Weekend Movies | ? |
| 2300 | | | | | | | Sports Highlight |
| 2400 | News Roundup | | | | | | |

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Every year we supply more than 1,000 hours of programmes in 8 languages to over 30 countries around the globe.
With our programmes available in major Asian languages, Cantonese, Mandarin, Thai, Vietnamese, Cambodian, Hindi..., TVBI must have something for you.

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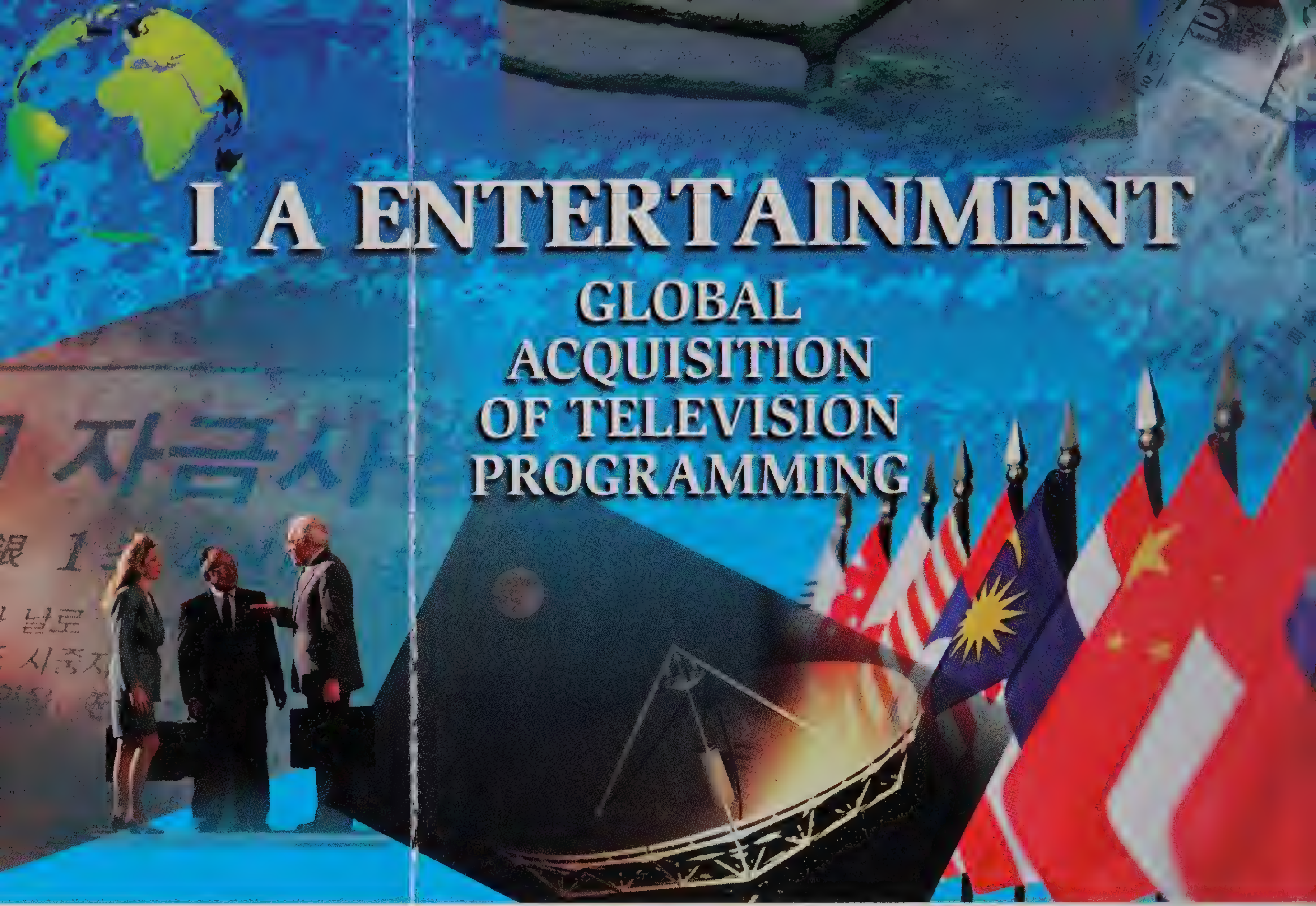
**For further information on obtaining TVBI programming, please contact:**
**Terry Mak or Mann Lee at (852)-2335-3333**

**TVBI**

TVBI Company Limited. TVB House, TV City, Clear Water Bay Road, Kowloon, Hong Kong.
Tel: (852) 2335-3333, Fax: (852) 2358-3665, Telex: 46431 TVBI HX



# I A ENTERTAINMENT

## GLOBAL ACQUISITION OF TELEVISION PROGRAMMING

### *The Organization*

*I A Entertainment facilitates* the global acquisition and delivery of television programming for clients throughout the world.

We provide an extensive array of services pertaining to market representation and intelligence, as well as all phases of technical, financial and administrative support. Our experience includes advising and acting on behalf of and with our clients to handle complex negotiations. After program acquisition, I A Entertainment oversees quality control, materials format and delivery.

We have extensive Asia-Pacific experience, market understanding and contacts. Our proven reputation in these markets helps structure a favorable climate for doing business in this important growth region of the world.

### *Our Service Is Results Driven*

*Located near the heart of Hollywood,* I A Entertainment is staffed with skilled professionals ready to assist clients in their purchase of quality programming in a cost-efficient and timely manner.

A partial list of our services includes:

- Market representation and intelligence
- Locate and acquire programming
- Contract negotiations and monitor compliance
- Post-production quality assurance
- Quality duplication and delivery
- Language liaison between you and distributors
- Furnish training and orientation to your staff
- Financial project management
- Cost control, credit and cash flow management

### *Quality Integrity Expertise*

*I A Entertainment takes pride* in our achievements on behalf of our clients. We are responsive to their needs, cost-conscious, service-oriented and highly motivated. Let us demonstrate just how effective we can be for your organization.

---

I A Entertainment, Inc.

15233 Ventura Blvd., Suite 610 Sherman Oaks California 91403 USA
Phone: (818) 789-9300 Fax: (818) 789-3418 Email: iaetv@aol.com

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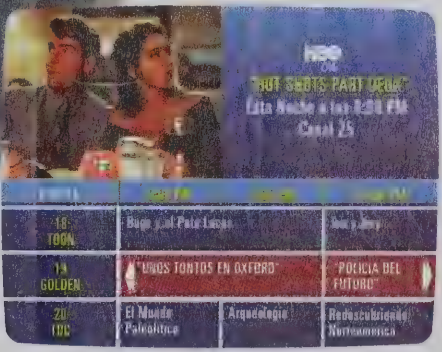
HBO Ole
"HOT SHOTS PART DEUX"
Esta Noche a las 8:00 PM
Canal 25

| [illegible] | [illegible] | [illegible] | [illegible] |
|---|---|---|---|
| 18 TOON | Bugs y el Pato Lucas | | [illegible] |
| 19 GOLDEN | "UNOS TONTOS EN OXFORD" | | "POLICIA DEL FUTURO" |
| 20 TDC | El Mundo Paleolitico | Arqueologia | Redescubriendo Norteamerica |

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# REGIONAL PROGRAM SUPPLIERS / DISTRIBUTORS

## A & E Television Networks
235 East 45th Street, New York, NY 10017
United States
***Tel:*** 1 212 210 1316
***Fax:*** 1 212 697 0753
**Contact:**
Mr. Seymour H. Lesser, E.V.P., C.E.O.
**Basic:** Yes
**Year Established:** 1983

## ABC Cable & International Broadcast Inc
77 West 66 Street, New York, NY 10023
United States
***Tel:*** 1 212 456 7486
***Fax:*** 1 212 456 7570
**Contact:**
Mr. M. Celeste Panepinto, Director

## All American Fremantle International Inc.
57 Jamestown Road, London, NW1 7DB
***Tel:*** 44 171 284 0880
***Fax:*** 44 171 916 5511
**Contact:**
Mr. David Champtaloup
Mr. Dinah Gray, Marketing Director

## America's Health Network
1000 Universal Studios, B22A
Orlando, FL 32819, United States
***Tel:*** 1 407 224 6800
***Fax:*** 1 407 224 6820
**Contact:**
Mr. Web Golinkin, Chairman & C.E.O.
Mr. Joe Maddox, President & C.O.O.
Mr. Bruce Sellers V.P. Afflicate Affairs
**Satellites & Transponders:**
Galaxy 1B, Transponder 4
**Year Established:** 1993

## Asia Pacific Media Corporation
977 Centerville Turnpike, Virginia Beach,
VA 23463, United States
***Tel:*** 1 804 579 5705
***Fax:*** 1 804 579 5702
**Contact:**
Mr. Thomas Noon, C.F.O.
Mr. Kim Mitchell, Director - Asia
**Asia Address:**
Suite 912, New T & T Centre, Harbour Road
7 Canton Road, Kowloon
Hong Kong
**Year Established:** 1994

## Asian Television & Communications International LLC
8101 E. Prentice Ave, Suite 516, Englewood,
CO 80111, United States
***Tel:*** 1 303 721 5450
***Fax:*** 1 303 721 5415
**Contact:**
Ms. Michelle R. Sie, President
Mr. Geoffrey S. Brewer, General Manager
Mr. Sunder S. Aaron, Prog. Director
**Year Established:** 1993

## Beijing West Art Development Co. Ltd.
Haidian District, No. 22 Fahuasi Jie, 2/F
Zhongxie Hotel, Beijing 100081, PRC
***Tel:*** 86 10 6841 7677
***Fax:*** 86 10 6841 7682
**Contact:**
Ms. Jocelyn Low, International Department
Ms. Shad Yeh Chen, General Manager
**Year Established:** 1995

*Beijing West produces, imports and distributes programming throughout China, and exclusively represents the China West T.V. group of provincial stations. We actively seek foreign co-production partners, overseas programming for Chinese distribution, barter advertising, and overseas distribution for Chinese programmes.*

## Canal +
85-89 Quai Andre Citroen
Paris - 15 75711 France
***Tel:*** 33 4425 1370
***Fax:*** 33 4425 1807
**Contact:**
Mr. Antoine Villeneuve, Director
Mr. Stephane David, Project Manager
**Number of Subs:** 6.5 Million
**Year Established:** 1984

## Centro Digital Pictures Ltd
HKITC #605
72 Tat Chee Avenue, Kowloon Tong, Kowloon,
Hong Kong
***Tel:*** 852 2319 6688
***Fax:*** 852 2779 6597

## Columbia Tristar International Television
32/F, Bank of China
1 Garden Road, Hong Kong
***Tel:*** 852 2913 3788
***Fax:*** 852 2913 3733
**Contact:**
Mr. Todd Miller, Sales Manager, Asia

## Digital Cable Radio
2850 West Golf Road, Suite #410
Rolling Meadows, IL 60008, United States
***Tel:*** 1 708 437 4603
***Fax:*** 1 708 437 4625
**Contact:**
Ms. Pamela Jensen, Vice President

## Digital Music Express/DMX Inc.
11400 W. Olympic Blvd. #. 100
Los Angeles, CA 90064, United States
***Tel:*** 1 310 444 1744
***Fax:*** 1 310 444 1717
**Contact:**
Mr. Robert M Manning, E.V.P. Intl.
Mr. Lon Troxel, E.V.P.
**Cable Station:** Yes
**Satellite:** Yes
**Number of Subscribers:** 1 million+
**Premium Channels:** Yes
**TVRO, CATV, MMDS**
**Year Established:** 1986

## E! Entertainment Television
5670 Wilshire Blvd, Los Angeles, CA 90036
United States
***Tel:*** 1 213 954 2727
***Fax:*** 1 213 954 2657
**Contact:**
Mr. Lee Masters, President & C.E.O.
Mr. Chris Fager, Senior V.P., International
Mr. Jon Helmrich, Vice President, Intl Dev
Ms. Karen Kaufman, International Sales
**Year Established:** 1990

## Encore Media Corporation
5445 DTC Parkway, Suite 600
Englewood, CO 80111, United States
***Tel:*** 1 303 771 7700
***Fax:*** 1 303 267 4099
**Contact:**
Mr. Ganesh R. Basawapatna, Pres. & C.O.O.
Mr. I.S. "Izzy" Abbass, Manager

## European Business News
10 Fleet Place
London, EC4M 7 RB, United Kingdom
***Tel:*** 44 171 653 9352
***Fax:*** 44 171 653 9393
**Contact:**
Ms. Kate Bulkley, Media Editor

## GSN - Global Shopping Network
1740 Broadway, 17/F, New York, NY10019
United States
***Tel:*** 1 212 246 9000
***Fax:*** 1 212 246 4463
**Contact:**
Ms. Barbara Laurence, President
Ms. Shari Frank, Director of Public Relations

## Hallmark Entertainment Networks
5670, Greenwood Plaza Boulevard
Englewood, CO 80111, United States
***Tel:*** 1 303 220 7990
***Fax:*** 1 303 220 7660
**Contact:**
Mr. George Stein, President, C.E.O.
Mr. Warren Kaplan, V.P. Broadcast Ops.
Mr. Charles Morgan, S.V.P. Business Dev.
**Year Established:** 1995

## Hanna Barbera Inc.
1st Floor, 2 Stephen Streeet
London, W1P 1PL, England
***Tel:*** 44 171 307 6228
***Fax:*** 44 171 307 6211
**Contact:**
Mr. Malcolm Bird, Director, Intl.
Mr. Jed Simmons, Executive V.P., Intl
Ms. Anne-Watson Stoner, Dir., Marketing
**Asia Address:**
30th Floor, Entertainment Building
30 Queens Rd., Central Hong Kong
***Tel:*** 852 2826 4610
***Fax:*** 852 2804 6415

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**IA Entertainment Inc**
15233 Ventura Blvd. Suite 610
Sherman Oaks, CA 91403, United States
***Tel:*** 1 818 789 9300
***Fax:*** 1 818 789 3418
**Contact:**
Mr. Neil B. Persky, President
Ms. DiDi Hadju, Director
Mr. R. Montel Ganv, V.P. Finance
**Year Established:** 1988

**Inspirational Network**
6860 S. Yosemite Ct, Suite 200
Englewood, CO 80112, United States
***Tel:*** 1 303 770 5445
***Fax:*** 1 303 770 2326
**Contact:**
Mr. Jim Dickson, National Accounts Manager

**International Channel**
12401, West Olympic Blvd
Los Angeles, CA 90064, United States
***Tel:*** 1 310 826 2429
***Fax:*** 1 310 447 7916
**Contact:**
Mr. Aaron Lee, Programming Director
**Asia Address:**
Unit A, 5/F, Hamilton Commercial
558-560 Nathan Road, Kowloon, Hong Kong

**International Family Entertainment, Inc**
1000 Centerville Turnpike, P.O.Box 645-49
Virginia Beach, VA 23467-4549, United States
***Tel:*** 1 804 523 7064
***Fax:*** 1 804 366 8721
**Contact:**
Mr. Louis A. Isakoff, S.V.P. International

**Jones Intercable**
9697 E. Mineral Ave
Englewood, CO 80112, United States
***Tel:*** 1 303 792 3111
**Contact:**
Mr. Kevin M. Ong, Director

**Kelley Productions International**
2047 Caminito Capa
La Jolla, CA 92037, United States
***Tel:*** 1 619 456 6609
***Fax:*** 1 619 459 5876
**Contact:**
Ms. Marie G. Kelley, President

**Landmark Communications, Inc**
150 W Brambleton Ave
Norfolk, VA 23510, United States
***Tel:*** 1 804 446 2059
***Fax:*** 1 801 446 2489
**Contact:**
Mr. Page Lea, Vice President

**Liberty Sports**
5251 Gulfton,
Houston, TX 77081, United States
***Tel:*** 1 713 661 0078
***Fax:*** 1 713 661 8378
**Contact:**
Ms. Deanna Chase, Program Planning

**Mor Music TV**
11500 Ninth Street North, Suite 120,
St. Petersburg, FL 33716, United States
***Tel:*** 1 813 579 4600
***Fax:*** 1 813 579 4667
**Contact:**
Mr. Todd A. Sahirmer, Vice President

**Nickelodeon**
1515 Broadway, New York, NY 10036-5797
United States
***Tel:*** 1 212 258 7652
***Fax:*** 1 212 258 7666
**Contact:**
Ms. Christina DeRosa, Manager

**NPR Worldwide - National Public Radio**
635 Massachusetts Avenue, NW
Washington DC 20001 - 3763, United States
***Tel:*** 1 202 414 2020
***Fax:*** 1 202 414 3019
**Contact:**
Mr. Ray Dilley, Director
Mr. Franklin Adams, Representative

**Off Air Electronics Ltd.**
Three Rock Rd., Sandyland Industrial Estate
Dublin 18, Ireland
***Tel:*** 3531 294 0893
***Fax:*** 3531 294 0895
**Contact:**
Mr. Patrick Keys, Manager
Mr. Donal Keys, Business Develop.
Mr. Chris Silliam, Project Manager
**CATV, MATV, MMDS, SMATV**

**Ovation - The Art Network**
211 N. Union Street, Suite 100
Alexandria, VA 22314, United States
***Tel:*** 1 703 684 4828
***Fax:*** 1 703 684 4827
**Contact:**
Mr. Harold E. Morse, President & C.E.O.
Mr. Edward Burakowski, V.P., Media Sales
Ms. Patricia MacEwan, V.P., Marketing
**Year Established:** 1993

**Pan TV Pty Ltd**
14 Herbert Street, Artarmon
Sydney NSW 2064 Australia
***Tel:*** 61 2 9777 2777
***Fax:*** 61 2 9777 3450
**Contact:**
Ms. Diana Berman, Marketing Manager
Mr. Peter Orr, Operations Manager
**Number of Subs:** 20,000
**Monthly Charge:** A$6.95
**Satellites & Transponders:**
Available Via Cable, and Satellite
**Year Established:** 1995

**Pearson Television Asia Limited**
10A Shun Ho Tower
24-30 Ice House Street, Central, Hong Kong
***Tel:*** 852 2526 3372
***Fax:*** 852 2526 3651
**Contact:**
Mr. Anthony Shang, Director
Ms. Rosa Li, Manager Business Development

**Playboy Entertainment Group, Inc**
9242 Beverly Boulevard
Beverly Hills, CA 90210, United States
***Tel:*** 1 310 246 4000
***Fax:*** 1 310 246 4050
**Contact:**
Mr. Scott Gregg, International Sales Manager

**PPVI - Pay-Per-View International**
536 Broadway, 7/F
New York, NY 10012, United States
***Tel:*** 1 212 941 1434
***Fax:*** 1 212 941 7846
**Contact:**
Mr. Leland H. Nolan, Managing Director

**Prevue Networks**
7140 S. Lewis, Tulsa OK 74136, United States
***Tel:*** 1 918 488 4644
***Fax:*** 1 918 488 4583
**Contact:**
Mr. Clay Conrad, C.O.O.
**Number of Subs:** 5 million
**MMDS**

**Prime Network**
1800 West Loop South, Suite 1750,
Houston, TX 77027, United States
***Tel:*** 1 713 963 8500
***Fax:*** 1 713 963 0924
**Contact:**
Ms. Sheryl Dolph Adams, Director

**Premier Horse Network**
2740 Est Magnolia Blvd.,
Burbank CA91505 United States
***Tel:*** 818 955 9000
***Fax:*** 818 955 9051
**Contact:**
Mr. James Matision, C.E.O.
Mr. Ido Dooseman, President
Ms. Sally Lasater, S.V.P.
**Premium Channels:** Yes
**Year Established:** 1994

**RCP - TV, Robert Chua Production House Co. Ltd**
1 Suffolk Road
Kowloon Tong, Kowloon, Hong Kong
***Tel:*** 852 2338 3641
***Fax:*** 852 2338 0422
**Contact:**
Mr. Robert Chua, Executive Chairman
Mr. Sunil Sujanani, Assiatant Producer

**Showtime Networks Inc.**
1633 Broadway
New York, NY 10019, United States
***Tel:*** 1 212 708 1729
**Contact:**
Ms. Cathryn Green, Vice President, Planning

**Soloman International Enterprises**
3rd Floor 440 North Rodeo Drive
Beverly Hills, CA 90210, USA
***Tel:*** 1 310 205 6274
***Fax:*** 1 310 205 6299
**Contact:**
Ms. Mary Ann Halford

son

### Sony Pictures / Columbia Tristar
10202 West Washington Blvd
Culver, CA 90232, United States
***Tel:*** 1 310 280 8000
***Fax:*** 1 310 280 1874
**Contact:**
Mr. William Pfeiffer, S.V.P., Corporate Dev.
Mr. Todd Miller, Sales Manager, Asia
Mr. Michael Wald, Sr. Manager, TV Finance
**Satellites & Transponders:** Several
**Asia Address:**
32/F, Bank of China Tower
No. 1 Garden Road, Hong Kong
**Tel:** 852 2913 3788
**Fax:** 852 2913 3733

### Sumitomo Corporation
Sumisho Kanda Bldg., 3-24-4,
Kandanishikicho, Chiyoda-Ku, Tokyo 101
Japan
***Tel:*** 81 3 3296 7352
***Fax:*** 81 3 3293 7359
**Contact:**
Mr. Takashi Kawai, Manager, Satellite TV

### Starsight Telecast Inc.
39650 Liberty St., 3rd Fl.
Fremont CA 94538, United States
***Tel:*** 1 570 657 9900
***Fax:*** 1 570 657 0621
**Contact:**
Mr. Larry Wangberg, C.E.O.
Mr. Brian Klosterman, C.O.O.
Mr. Martin Henkel, C.F.O.
**Basic:** Yes
**Premium Channels:** Yes
**Year Established:** 1986

### TFC - The Filipino Channel
Lopez Building, 859 Cowan Road
Burlingame, CA 94010, United States
***Tel:*** 1 415 697 3700
***Fax:*** 1 415 697 3500
**Contact:**
Mr. Manuel L. Lopez, Senior Manager

### The Box (Video Juebox Network Inc)
12000 Biscayne Boulevard
Miami, FL 33181, United States
***Tel:*** 1 305 899 9000
***Fax:*** 1 305 892 3600
**Contact:**
Mr. Jimmy L. Orton, Director
Mr. Alan McGlade, President & C.E.O.
Mr. Les Garland
Mr. Gino Natalicchio, V.P., International
**Number of Subs:** 24 Million
**Satellites & Transponders:**
Galaxy 7, Transponder 13, Digicipher Channel 2
**Year Established:** 1992

### The Box Worldwide
10635, Santa Monica Blvd., Suite 305
Los Angeles, CA 90025, United States
***Tel:*** 1 310 441 8420
***Fax:*** 1 310 441 8426
**Contact:**
Mr. Alan McGlade, C.E.O. & President
Mr. Gino Natalicchio, V.P. International
**Number of Subs:** 23 Million
**Satellites & Transponders:**
Galaxy 7 Transponder 13, Digicipher Channel 2
**Year Established:** 1990

### The Crime Channel
2899 Agoura Road # 751
Westlake Village, CA 91361, United States
***Tel:*** 1 805 379 1742
***Fax:*** 1 805 379 5183
**Contact:**
Mr. Arnie Frank, President
**Year Established:** 1991

### The Family Channel
660 Newport Centre Drive, Suite 770
Newport Beach, CA 92660, United States
***Tel:*** 1 714 759 7685
***Fax:*** 1 714 759 9491
**Contact:**
Ms. Bonnie Cho, Senior Assistant

### The Games Network
18034 Ventura Blvd, Suite 200
Encino, CA 91316, United States
***Tel:*** 1 818 343 1797
***Fax:*** 1 818 343 4979
**Contact:**
Mr. Scott J. Jacobs, Executive Vice President

### The Golf Channel
7580 Commerce Centre Drive
Orlando, FL 32819, United States
***Tel:*** 1 407 363 4653
***Fax:*** 1 407 363 7976

### The Golf Channel
63 Little Brook Road
Wilton, CT 06897, United States
**Contact:**
Mr. Nick Neumann, Senior V.P. International
Mr. Joseph Gibbs, President
**Satellites & Transponders:**
PanAmSat 2
**Year Established:** 1995

### The Walt Disney Company Asia Pacific-Radio
15/F, Citibank Centre
3 Garden Road, Central, Hong Kong
***Tel:*** 852 2536 2242
***Fax:*** 852 2536 2428
**Contact:**
Mr. Daniel Reardon, Radio
**Radio:** Yes
**Year Established:** 1928

### The Weather Channel
2600 Cumberland Parkway
Atlanta GA 30339 United States
***Tel:*** 1 770 801 7560
***Fax:*** 1 770 801 2115
**Contact:**
Mr. John Mathwick, Senior V.P.
**Basic:** Yes
**Year Established:** 1992

### Trinity Broadcasting Network
2442 Michelle Drive
Tustin, CA, United States
***Tel:*** 1 214 313 9500
***Fax:*** 1 214 313 1010
**Contact:**
Mr. Paul Crouch, President
Mr. Terry Hickey, V.P.
Mr. Bob Higley, Vice President, Cable
**Number of Subs:** 29 Million
**Satellites & Transponders:**
Galaxy 5, Transponder 3
**Year Established:** 1973

### Turner Entertainment Networks Intl
1050 Techwood Drive, N.W.
Atlanta, GA 30318, United States
***Tel:*** 1 404 885 2480
***Fax:*** 1 404 885 2489
**Contact:**
Ms. Juliana Mui, Manager

### Turner International Australia Pty Ltd
111 Pacific Hwy., AGL Building, 22/F
P.O. Box 1808, North Sydney, NSW 2059
Australia
***Tel:*** 61 2 9900 3111
***Fax:*** 61 2 9957 5161
**Contact:**
Mr. Tony Manton, Managing Director

### Turner International Inc
One CNN Centre, Box 105366,
Atlanta, GA 30348-5366, United States
***Tel:*** 1 404 827 5349
***Fax:*** 1 404 827 3430
**Contact:**
Ms. Kelly E. Hollis, International

### Turner International Japan, Inc.
Nishiazabu Mitsui Building, Suite 801
41730 Nishiazabu, Minatoku, Japan
***Tel:*** 81 3 5466 1561
***Fax:*** 81 3 5466 1560
**Contact:**
Mr. Kiyoe Nakagawa, Special Projects

### TV Guide - On Screen
7600 E. Orchard Road, Suite 201
South Greenwood Village, CO 80111-2523
United States
***Tel:*** 1 303 267 6811
***Fax:*** 1 303 267 6889
**Contact:**
Mr. Leslie A. Hilleman, Manager, Intl.

### United Film & Video Holdings Limited
6/F, Kras Asia Building
79 Hung To Road, Kowloon, Hong Kong
***Tel:*** 852 2790 6993
***Fax:*** 852 2343 5930
**Contact:**
Mr. Otto N. Leong, Executive Vice President

### USA Networks International
1230 Avenue of the Americas
New York, NY 10020-1513, United States
***Tel:*** 1 212 408 3665
***Fax:*** 1 212 262 5418

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*Group Structure of Pearson Television*

*Pearson Television Asia, 15 Shun Ho Tower, 24-30 Ice House Street, Central Hong Kong*

PEARSON
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# Pearson Television

***Pearson Television is Bristian's only truly global producer of television programmes, with productions in over 16 countries around the world and library sales to over 100 others. It is a fully-owned subsidiary of Pearson PLC, the owners of the Financial Times, Madame Tussauds, Penguin Books, Westminster Press and Addison Wesley Longman.***

## Production

Pearson Television owns several production companies, including Grundy Worldwide, the makers of Neighbours, and the producers of dozens of game shows and serial dramas around the world, was acquired in 1995.

Thames Television, bought by Pearson in 1993, also makes programmes that are seen throughout the world, although most of them are made for British viewers.

At the end of 1995, Pearson acquired ACI, a US-based distributor of television movies, and integrated its management, its US-style marketing techniques and its library to form Pearson Television International, now one of the largest television distribution companies based outside the USA.

## Broadcasting

Pearson Television also owns stakes in a number of broadcasting businesses around the world, through its subsidiary, Pearson Television Broadcasting. In Britain it has 24% of Channel 5, a new terrestrial channel due to start transmitting in 1997. It has 24% stakes in two satellite channels, UK Gold and UK Living, 10% in TVB of Hong Kong, and further stakes in S.E.S., the owners of the Astra satellite system, and Phoenix Pictures, a start-up Hollywood movie studio.

## Asia

Pearson Television launched its activities in Asia three years ago based on a firm belief in local language programming and the need for strong local partners. The main engine of its growth has been Grundy, with its specialisation in mass appeal game shows and serial dramas.

## The Grundy Method

In each country in which it operates, Grundy acts as a local producer, employing local production staff and taking full advantage of the local language and culture.

Since the establishment of the Singapore office in 1994,Grundy has produced the activity game show Kriket (based on the sport of cricker) in Bombay for Star TV. Grundy's second production was a local version of the classic American game show Family Feud (Famili Seratus) for the Indonesian commercial broadcaster, Anteve, made in Jakarta in the local Bahasa language. This was the first game show to be strip-programmed five nights a week and has emerged as one of the most successful game shows ever in that country. It has recently been commissioned to make two more local game shows for Anteve, a celebrity version of Family Feud and Child's Play.

In another major development, Grundy Asia has taken over the management of Beijing Yahuan Audio & Video Production Company (BYAV), a joint venture between the Beijing Broadcasting Institute (BBI) and Pearson Television. BYAV was set up as a vehicle to produce light entertainment and drama programming in China.

## Channel Start-ups

Pearson Television Broadcasting specialises in starting up new cable and satellite channels working with local partners. Already Pearson Television has been involved in four successful launches in Europe in the last five years and one in Asia. Pearson Television Broadcasting provides expertise in programming, scheduling, production, studio management, transmission and engineering.

Pearson Television Broadcasting is involved in a new Hindi-language general entertainment channel delivered by satellite to over 12 million Indian cable households. Home TV is unique in that it combines the best of local and international expertise in a channel that is almost entirely produced in India.

**Contact:**
Mr. Rafael Pastor, Executive Vice President
Mr. Robert M. Carter, Business Development
Ms. Romi Schutzer, International Coordinator

### Walt Disney Television International
27/F, East Asia Aetna Tower, 308-320
Des Voeux Road Central, Hong Kong
***Tel:*** 852 2854 5600
***Fax:*** 852 2854 5677
**Contact:**
Mr. Ed Borgerding, Senior Vice President
**Year Established:** 1995

### Your Choice TV
7700 Wisconsin Avenue
Bethesda, MD 20814-3579, United States
***Tel:*** 1 301 657 1717
***Fax:*** 1 301 657 0860
**Contact:**
Mr. Gil Cowley, Creative Services

### Z Music
600 S. Denton Tap Road, Suite 106
Coppell, TX 75019, United States
***Tel:*** 1 214 393 1208
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Mr. Morgan Lambert-Howe, E.V.P.

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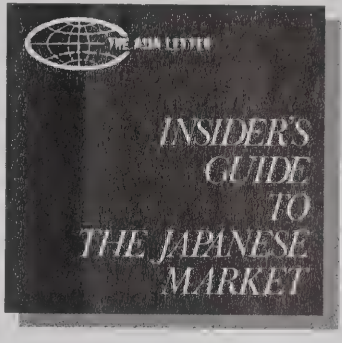

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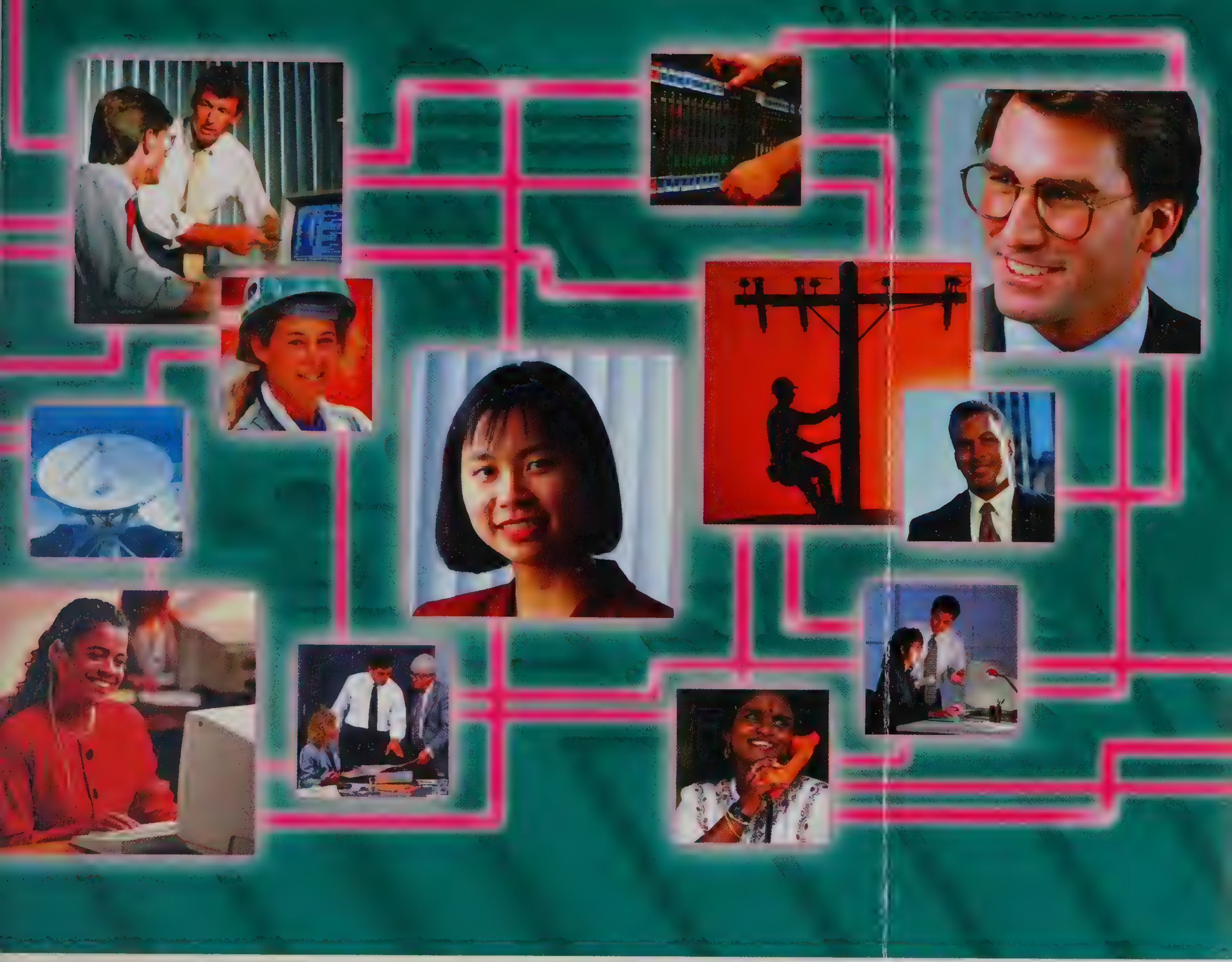

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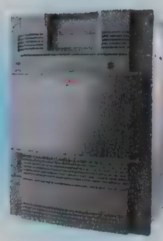
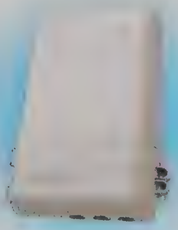
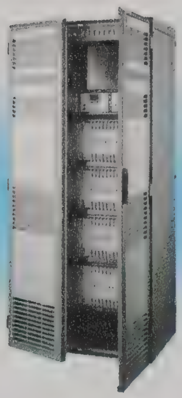
**Operations and**
**Maintenance Center**
**OMC)**
he OMC allows the cable
perator to manage and
naintain all elements and
unctions of the system from
ne centralized location.







## Now You're in The Loop.

An infinite source of new revenue awaits you through Motorola's CableComm technology. Created by the inexhaustible talents of Motorola's engineers, the CableComm system will deliver the boundless potential of telephony, high-speed data and video phone services as well as the bounty of all other infobahn applications.

Employing Motorola's encyclopedic knowledge of radio frequency technology, we designed a system that overcomes the upstream noise ingress inherent in the hybrid fiber/coax infrastructure and takes full advantage of HFC's expanding capabilities. Making it possible for you to offer both wired and wireless cable telephony.

This CableComm system also possesses an endless array of additional features that make it a total system solution. These include low power dissipation, interactive high-speed data products and robust bandwidth management.

The possibilities are infinite. As are the opportunities for growth and new revenue. Now is the time for system operators to make their move and be prepared to deliver a completely interactive system to their subscribers. Call Motorola today and find out how the CableComm system can help you win the battle for the local loop.

**Tel: (65) 481-3411 • Fax: (65) 483-3872**
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Ang Mo Kio Industrial Park 3, Singapore 569088
E-Mail: ESGA1788@email.mot.com

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**Multimedia Group**

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Blue Bell, PA 19422, United States
***Tel:*** 1 215 542 7000
***Fax:*** 1 215 540 5837
**Contact:**
Mr. Joe Wozniak, Marketing Manager
Mr. Charles Peabody, Intl. Sales Manager
Mr. Steve Blasetti, Asian Sales Manager
**MMDS**
**Year Established:** 1970

### AD Com Information Services Inc.
1901 Camino Vida Roble
Carlsbad, CA 92008, United States
***Tel:*** 1 619 931 2440
***Fax:*** 1 619 931 2450
**Contact:**
Mr. Richard D. Spooner, V.P. Sales
Mr. Todd G. Easterling, V.P. Marketing

### Adtec Incorporated
408 Russell Street
Nashville, TN 37206, United States
***Tel:*** 1 615 256 6619
***Fax:*** 1 615 256 6593
**Contact:**
Mr. David Cook, President
Mr. Ron Johnson, Marketing Director
Mr. Kevin Ancelin, Operations Manager
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1985

### Advanced Communication Equipment Co. Ltd.
5/F Prosperity Centre,
77-81, Container Port Rd, Kwai Chung, N.T.
Hong Kong
***Tel:*** 852 2424 0387
***Fax:*** 852 2424 0788
**Contact:**
Mr. Daniel Fung, Dir,, Video Division
Mr. Andrew Lo, Dir.,Multimedia Comm.
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1980

*Advanced Communications Equipment (International) Company Limted, ACE, is one of the largest AV & Broadcast equipment suppliers in Hong Kong, China, and South East Asia. We provide total solutions: full range of products plus professional services. Contact us for more information.*

### AEL Industries, Inc
305 Richardson Road
Lansdale, PA 19446 - 1485, United States
***Tel:*** 1 515 822 7272
***Fax:*** 1 215 822 3654
**Contact:**
Mr. Anthony Filanowski, Marketing Manager

### ALCAD
C. Gabiria, 15, Pol. Ventas, Irun 20300 Spain
***Tel:*** 34 4363 1692
Fax: 34 4363 1690
**Contact:**
Mr. Antton Galarza
Mr. Antonio Campos
Ms. Carole Rosset
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1989

### Alpha Technologies Ltd
5700 Sidlely Street
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***Tel:*** 1 604 430 1476
***Fax:*** 1 604 430 8908
**Contact:**
Mr. James F. Oliver, V.P. Intl. Sales
Mr. Charles T.Y. Tsang, Sales Manager
Mr. Gary Thrift, Technical Sales Rep.
Mr. Don Cameron, Manager, Inside Sales
**CATV, MMDS, Telephony**
**Year Established:** 1977

### Amphenol Corporation
One Kennedy Ave., Danborg CT 06810
United States
***Tel:*** 1 203 796 2098
***Fax:*** 1 203 796 2004
**Contact:**
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Mr. Gregory Warfield, Manager
**CATV, Telephony**
**Asia Address:**
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23 Yip Hing St., Wong Chuck Hang, Hong Kong
***Tel:*** 852 2873 9777
***Fax:*** 852 8121 6464

### Amphenol East Asia Limited
Unit 3-12, 10/F, Wah Luen Industrial Center,
15-20 Wong Chuk Yeung Street
Fotan, Shatin, N.T., Hong Kong
***Tel:*** 852 2699 2663
***Fax:*** 852 2691 1774
**Contact:**
Mr. Paul Martin, General Manager
Mr. T.K. Yeung, Supply Manager
**CATV, MATV, MMDS, SMATV**

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***Fax:*** 1 708 439 8532
**Contact:**
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Mr. Mike Sparkman, S.V.P.
Mr. Mike Shafer, V.P. Marketing
Mr. Wes Schick, Managing Director
Mr. Michael Lynch, Director
Mr. Grant K. Walter, Regional Manager
**CATV, Telephony**
**Asia Address:**
Suite 1202, Tower 6 China Hong Kong City
33 Canton Road, Tsimshatsui, Hong Kong
***Tel:*** 852 2735 3131
***Fax:*** 852 2736 7171
**Contact:**
Mr. George Green , M.D.-Asia

*ANTEC Corporation (NASDAQ: ANTC) is an international communications technology company that specializes in the design and engineering of broadband networks and the manufacturing, materials management and distibution of products for fiber and coaxial broadband networks. ANTEC integrates technology into products, products into systems and systems into networks. Through development of Cable Integrated Services Network (CISN), ANTEC established a migration path for broadband system operators to upgrade to interconnected networks and the public switched telephone network using the SONET platform. CISN offers operators a revenue driven building approach that requires new capital investment only where the market can support new services. The ANTEC group of companies includes Keptel, Power Guard, Engineering Technologies Group (ETG), Electronic System Products (ESP), Digital Video and Comunications Broadband.*

### Antech International Limited
1901-1906, Block B, M P Industrial Centre
Ka Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2515 0191
***Fax:*** 852 2898 2199
**Contact:**
Mr. Derek Y.B. Cheng, President
Mr. Gary C.K. Chan, Marketing Director
Mr. John H.C. Li, Technical Director
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1993

### ARCOM International Inc.
P.O. Box 6729, Syracuse, NY 13027
United States
***Tel:*** 1 315 426 1455
***Fax:*** 1 315 422 2963
**Contact:**
Mr. A. Gregory Tresness, President
Mr. Peter Warburton V.P., Sales
**CATV, MATV, MMDS, SMATV, Telephony**

### Asia Pacific Cable Limited
3/F, 88 Commercial Bldg.,
28-34 Wing Lok Street, Sheung Wan, Hong Kong
***Tel:*** 852 2543 8750
***Fax:*** 852 2857 5846
**Contact:**
Mr. Patrick J. Sheehan, Managing Director
**CATV, MATV, MMDS, SMATV, Telephony**

### Astrotel Communications Corporation
17906 Crusader Ave., Cerritos, CA 90703
United States
***Tel:*** 1 310 403 7036
***Fax:*** 1 310 407 7040
**Contact:**
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Mr. Kirksey Carol, Vice President
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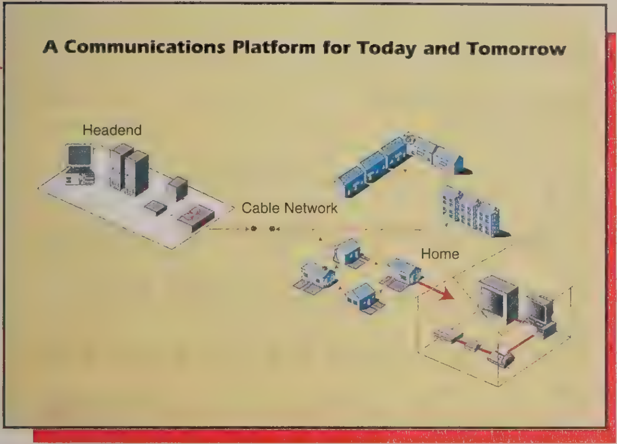

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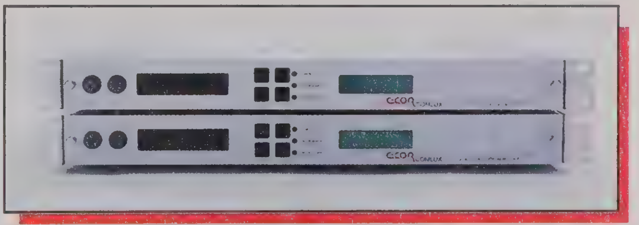

*C-COR 3.1 Gb/s Digital Optical Terminals*

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16/F Cavendish Centre, 23 Yip Hing Street, Wong Chuk Hang, Hong Kong.
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Fax: 2555-1589, (852) 8121-1589 (int'l)
Web Site: http://www.panasiansystems.com/
Offices: Hong Kong • Dubai • Manila • Singapore • New Delhi • Taipei • Bangkok

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## 有線電視電訊器材供應商

Established in 1991, Pan Asian Systems dedicates to provide cable telecommunications equipment and engineering services to Asia and the Middle East. We are capable of delivering a full range of products and services from the simplest roll of cables to a turn-key solution for an entire city.

Pan Asian Systems exclusively distribute C-COR full line of products - Digital optic system, LinkNet AM optic system, FlexNet RF system; TFC coaxial cable; Amphenol connectors; ComSonics full line of measurement equipment - signal level meters and modular plug-in; FPN cable telephony system. Full line of CATV equipment, including headend system, MMDS system, encryption system, power supplies, satellite dishes and receivers, etc. are carried.

汎亞系統有限公司成立於一九九一年，致力為亞洲及中東地區提供有線電視／通訊器材設備及工程服務，業務範圍從供應器材到建設複雜的城市電視網絡。

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**Contact us at below for more details 詳情請聯絡:**

**Headquarters:** 16/F Cavendish Centre, 23 Yip Hing Street, Wong Chuk Hang, Hong Kong.
總公司: 香港黃竹坑業興街**23** 號嘉雲中心 **16**樓
Tel 電話: 2873-9777, (852)8121-7777 (int'l 國際長途 )
Fax 傳真: 2555-1589, (852)8121-1589 (int'l 國際長途 )
**Web Site:** http://www.panasiansystems.com/
**Taipei:** 4/F, No. 3-5, Lane 768, Pa Deh Road, Sec. 4, Taipei, Taiwan ROC.
台北: 台灣台北市八德路 **4** 段 **768** 巷 **3** - **5**號 **4**樓
Tel 電話: (886)2-788-2868 ext. 305 / 2-652-1107
Fax 傳真: (886)2-652-1365
**Manila:** c/o Executive Power Centre, 6/F Pacific Star Building, Sen. Gil J. Puyat Ave.,
Makati, Metro Manila, Philippines.
Tel: (63)2-892-4476 Fax: (63)2-893-4111
**Singapore:** 109 North Bridge Road, #02-01A Funan Centre, Singapore 179097.
Tel: (65)338-8567 Fax: (65)338-8689
**New Delhi:** c/o Paharpur Business Centre, Suite 415, 21 Nehru Place, New Delhi 110019, India.
Tel: (91)11-647-4701 Fax: (91)11-647-4718
**Dubai:** P.O. Box 17117, Jcbel Ali, Dubai, United Arab Emirates.
Tel: (971)4-836153 Fax: (971)4-836152

汎亞系統
PAN ASIAN SYSTEMS
和記黃埔有限公司屬下
之有線電視電訊器材
HWL

**Year Established:** 1990

**Audio Follow**
73 Rue de l'Evangile, Paris 75018 France
***Tel:*** 33 1 4607 2626
***Fax:*** 33 1 4607 0026
**Contact:**
Ms. Vladimia Trtinjak, General Manager
Mr. Nikolaus Seidel, Technical Manager
Mr. Francis Wachsmann, Marketing
**Year Established:** 1991

**AVS**
222-226 Rue De Rosny, Montreuil 93100, France
***Tel:*** 33 1 4988 3434
***Fax:*** 33 1 4857 3358
**Contact:**
Mr. Jean-Jacques Gentric, C.E.O.
Mr. Jean-Paul Lepillet, C.O.O.

**AXI COM**
1919 Gallows Road
10/F, Vienna, VA 22182, United States
***Tel:*** 1 703 821 1600
***Fax:*** 1 703 821 0048
**Contact:**
Mr. Geoffrey B. Allen, President & C.E.O.
Ms. Suzette Ranson, Account Executive

BARCO
**Barco Communication Systems**
T. Sevenslaan 106, Kortrijk B-8500 Belgium
***Tel:*** 32 56 233 211
***Fax:*** 32 56 238 690
**Contact:**
Mr. Joost Verbrugge, General Manager
**CATV**
**Year Established:** 1934
**Asia Regional Office:**
Japan, Hong Kong, Beijing
*BARCO develops and manufactures professional Cable TV headend equipment, both analog and digital. It's powerful "ROSA" CATV Management System provides PC-based congiguration, fault and performance management for complete headend automation and network monitoring. BARCO also offers Fibre Link transmission products.*

**Belden International Inc**
101 Thomson Road, #17-05/6 United Square
Singapore 307591
***Tel:*** 65 251 8211
***Fax:*** 65 251 5010
**Contact:**
Mr. Tim Liu, Regional Manager
Mr. Moses Chew, Sales Manager
Mr. Chun Pui Ng, Sales Manager, China
Mr. Paul Cross, Sales Manager, Pacific
**CATV, Telephony**
**Year Established:** 1902

**Bellcore - Bell Communications Research**
MCC 1C335G, 445 South Street
Morristown, NJ 07960-6438, United States
***Tel:*** 1 201 829 2165
***Fax:*** 1 201 829 2193
**Contact:**
Mr. Ken Branson, Media Relations Manager

**Bell-Northern Research Ltd**
**P.O. Box 3511, Station C**
Ottawa Ontario K1Y 4H7, Canada
***Tel:*** 1 613 765 2419
***Fax:*** 1 613 763 8445
**Contact:**
Mr. Garth Jenkins

**Benjamin Electronics Co. Ltd.**
3/F, No 188 Min-Chuan Road,
Hsin-Tien, Taipei, Taiwan
***Tel:*** 886 2 218 1250
***Fax:*** 886 2 218 6484

**Bieffe Srl**
Via Fontanelle, Sarissola
Busalla, Genova 16012, Italy
***Tel:*** 39 10 964 1536
***Fax:*** 39 10 964 2541

**BLT-START Electronics Ltd.**
1202 Tower A Hunghom Commercial Center.,
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Sydney, NSW 2105 Australia
***Tel:*** 61 2 9929 7022
***Fax:*** 61 2 9957 1698
**Contact:**
Mr. Andy Burge, Managing Director
Mr. Steve Robb, General Manager

### Cable AML
3157 Waterside Cr.
The Lakes, NV 89117-2275, United States
***Tel:*** 1 702 363 5660
***Fax:*** 1 702 363 2960
**Contact:**
Mr. Norman F. Woods, V.P. Marketing
Mr. Francisco J. Bernues, President
Mr. Ed Nakamura, Chief Financial Officer
**CATV, MMDS**
**Year Established:** 1992

### Cabledata International
Spectrum House, 279 Farnborough Rd.
Farnborough, Hampshire GU 147LS
United Kingdom
***Tel:*** 44 1252 554 647
***Fax:*** 44 1252 554 600
**Contact:**
Mr. Michael Frampton, V.P. International
Mr. Michael White, Regional Director AP
Mr. Jaco Hale

### Cable Data International Limited
Arlington Business Centre, Millshaw Park
Leeds LS11 0LT, United Kingdom
***Tel:*** 44 532 702 666
***Fax:*** 44 532 702 444
**Contact:**
Mr. Michael McGrail, President
Mr. F.E. Cluthe, V.P., International Bus
**Year Established:** 1966

### Cable Link, Inc
280 Cozzins Street
Columbus, OH 43215-2379, United States
***Tel:*** 1 614 221 3131
***Fax:*** 1 614 222 0581
**Contact:**
Mr. Bob Binsky, Chairman
Mr. Tony Zara, Intl. Sales
Ms. Wendy Wang, Intl. Sales Asia

### Cable Television Laboratories, Inc
400 Centennial Parkway
Louisville, CO 80027-1266, United States
***Tel:*** 1 303 661 9100
***Fax:*** 1 303 661 9199
**Contact:**
Mr. Mike Schwartz, V.P., Communications

### Cablerie Seneffoise
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***Tel:*** 32 64 548 426
***Fax:*** 32 64 556 941
**Contact:**
Mr. Michael Mandoux, Sales Manager
Ms. Dominique Schoeps, Product Manager
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**

### California Amplifier
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Bangkok 10500, Thailand
***Tel:*** 66 2 231 8235
***Fax:*** 66 2 870 8334

### Canner Communication CoRegional Programmer
4/F No 2, Lane 263, Chung Yang Road
Taipei, Taiwan
***Tel:*** 886 2 782 0711
***Fax:*** 886 2 786 1450

C-COR® ELECTRONICS INC

### CCOR Electronics Inc.
60 Decibel Road
State College, PA 16801, United States
***Tel:*** 1 814 238 2461
***Fax:*** 1 814 238 4065
**Contact:**
Mr. Howard Rupert, Intl. Sales
*C-COR offers digital and AM fiber optics, RF amplifiers, network management systems, modems, passives, and 90 Volt powering options. Services include network design, field engineering, technical training, equipment repair, 48-hour emergency repair services, and a 24-hour emergency hotline. C-COR is ISO 9001 Registered.*

### CEA Newsroom Systems
8227 Cloverleaf Dr., Suite 308
Millersville, MD 21108, United States
***Tel:*** 1 410 987 7003
***Fax:*** 1 410 987 6710
**Contact:**
Mr. Paul Keys, President
Mr. Ron Phelps, VP
Mr. Steve Mckemy, VP
**Year Establsihed:** 1982

### Centennial South Inc
2500 NW, 39 Street
Miami, FL 33142, United States
***Tel:*** 1 305 634 8800
***Fax:*** 1 305 633 6188
**Contact:**
Mr. Sam Pascurci, President
Mr. Arthur Barr, C.E.O.
**TVRO, CATV, SMATV**
**Year Established:** 1986

### Cergetta Company Ltd.
Rm 26-7, 8/F, Metro Centre I, 32 Lam Hing Street, Kowloon Bay, Kowloon, Hong Kong
***Tel:*** 852 2795 1386
***Fax:*** 852 2795 1930
**Contact:**
Mr. Shehab Bassam, Chairman
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1990

### Chainford Electronics Co. Ltd
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***Fax:*** 886 2 647 7717

CHANNELMATIC

### Channelmatic Inc.
821 Tavern Road, Alpine, CA 91901
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Mr. Michael Watson, S.V.P. Marketing
Mr. Young A. Song, International Business Manager
**TVRO, CATV, MATV, MMDS, SMATV**
*Channelmatic is the world's leading manufacturer of television automation systems which includes analog/digital ad insertion, near VOD, record delay and playback, advertising interconnects, custom local/remote satellite and signal distribution systems. Channelmatic offers full range turnkey-systems and professional services.*

### Changzhou Cable Plant
Lucheng, Changzhou City
Jiangsu Province 213025, P.R.C.
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### Chaparral Communications
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***Fax:*** 1 408 435 1429
**Contact:**
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Mr. Brian Raymond, Senior V.P.
Ms. Brigitte Heiser, Marketing
**TVRO, Telephony**
**Year Established:** 1980

### CHIAsia
2972-C Alvarado St.
San Leandro, CA 94577, United States
***Tel:*** 1 510 614 1776
***Fax:*** 1 510 483 1718
**Contact:**
Mr. Roger Fallihee, President

### Coaxial International
4582 South Ulster Street
Suite 1301, Denver, CO 80237, United States
***Tel:*** 1 303 770 7700
***Fax:*** 1 303 770 7705
**Contact:**
Mr. Ronald J. Hranac, S.V.P Engineering

### Columbine JDS Systems, Inc
1707, Cole Blvd
Golden, CO 80401, United States
***Tel:*** 1 303 237 4000
***Fax:*** 1 303 237 0085
**Contact:**
Mr. Wayne Ruting, President/C.E.O.
Mr. Doug Rother, Executive V.P. / C.O.O.
Mr. Mike Oldham, V.P./ Director Sales
**Year Established:** 1964

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Miami, FL 33126, United States
*Tel:* 1 305 594 0850
*Fax:* 1 305 591 7298
**Contact:**
Mr. Jack A. Rickel, C.E.O.
Mr. John D. Rickel, Executive V.P.
Ms. Susan E. Rose, V.P.
**MMDS**
**Year Established:** 1975

*CWC does turnkey MMDS systems anywhere in the world. Also manufactures Dominion Series MMDS transmitters, "MOM" MMDS signal level meters, and "PREPAK" pre-packaged MMDS systems for small communities.*

### Comm Scope, Inc
P.O. Box 1729, 1375 Lenoir-Rhyne Blvd
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**Contact:**
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Mr. Frank Logan, VP Sales Mkt.
Mr. Mike Ellis, Managing Dir.
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1975

### Comstream Corporation
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*Tel:* 1 619 657 5463
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Concentric *Asia Pacific*

### Concentric Asia Pacific
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**Contact:**
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Mr. Stewart Mclaren, General Manager
Mr. Derek Grice, Technical Manager
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1993

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### Concentric Satellite Systems Europe
Holyhead Road, Birmingham, B21 0AJ,
United Kingdom
*Tel:* 44 121 551 4411
*Fax:* 44 121 554 5775
**Contact:**
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Mr. Derek Grice, Technical Manager
Mr. Nigel Wood, Sales Manager

### Concentric Satellite Systems USA
800, Hollywood Avenue
Itasca, IL 60143 1353, United States
*Tel:* 1 708 773 3355
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**Contact:**
Mr. David Philips, President
Mr. Jeff Walker, Satellite Manager
**Year Established:** 1992

### Contech Systems, Inc
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**Contact:**
Mr. Michael G. Jones, President

### C.S.O. International Inc.
Avenue Moliere 253, Brussels 1060 Belgium
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**Contact:**
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Tianjin 300192, P.R.C.
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DIGICOMM INTERNATIONAL, INC.

### Digicomm International, Inc
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**Contact:**
Mr. Robert J. Donziger, President
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Flat A-23, 4/F, Wah Lok Ind. Bldg
31-41 Shan Mei Street, Fotan, Shatin, N.T.
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Mr. Simon Li, Director
**CATV**
**Year Established:** 1991

### Divi Com, Inc.
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Mr. Bob Natwick, V.P.- Sales
Mr. Tom Lookabaugh, V.P.- Marketing
Mr. Chesley Haden, Sales Admin.
**CATV, MMDS, SMATV**
**Year Established:** 1993

*Audio/Video encoding and decoding systems and integration consulting and implementation services. Based on MPEG-2 and DVB international standards, Divicom's products enable digital video broadcasting over wireless, satellite, fiber, cable, and twisted pair wiring.*

### Drake R.L.
PO Box 3006, Miamisburg, OH 45342
United States
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*Fax:* 1 513 866 0806

### DX Trading Co. Ltd.
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*Tel:* 81 78 652 0613
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**Contact:**
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**TVRO, CATV, MATV, SMATV**
**Year Established:** 1972

### Eagle Comtronics Inc
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Mr. Alan Devendorf
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**CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1975

### Eastern Electronics Co., Ltd
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Mr. Steven Yeo, International Sales
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**Satellite:** Yes
**TVRO**
**Year Established:** 1993

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**Year Established:** 1978

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**Year Established:** 1953

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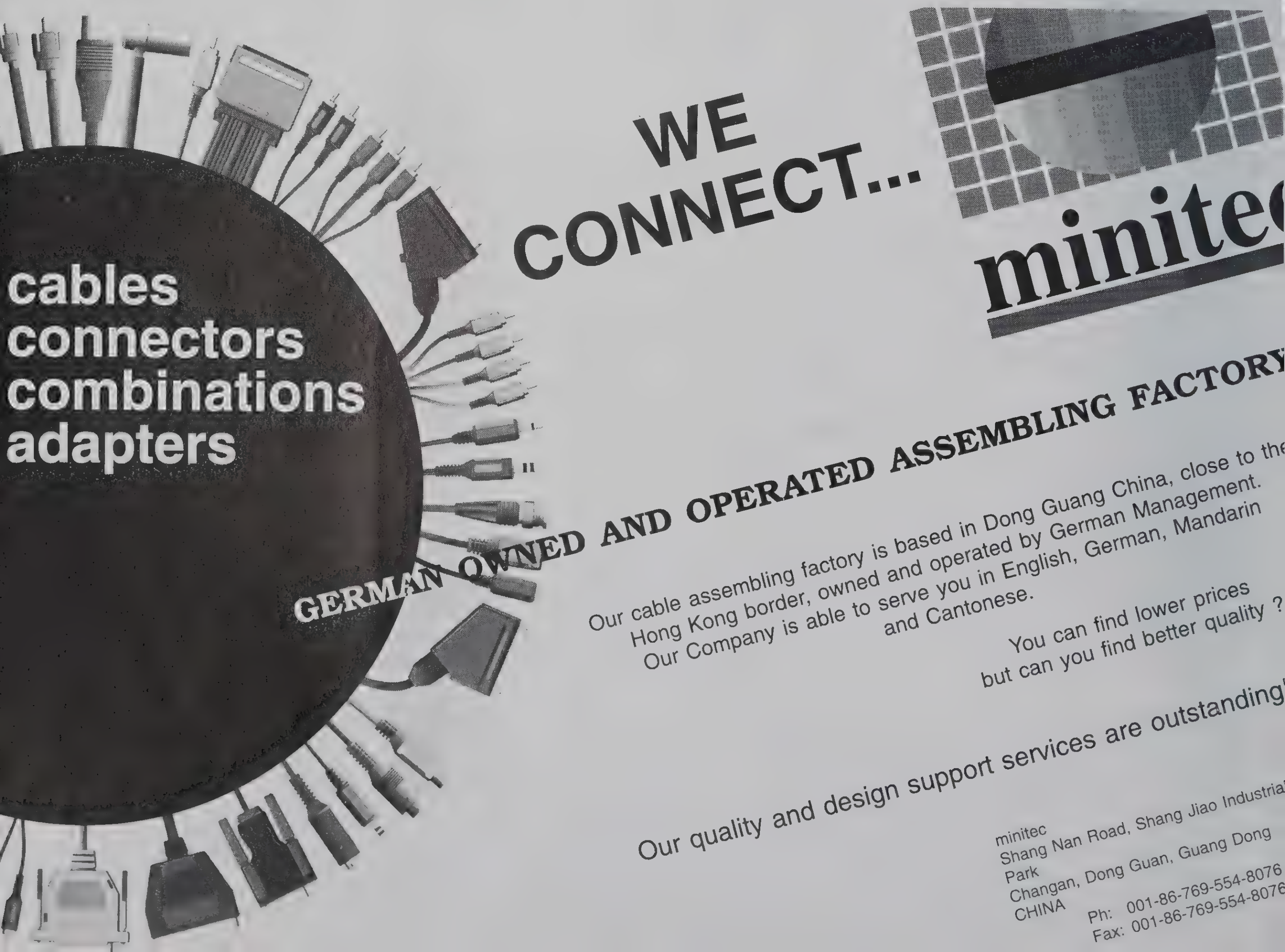
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# HP to provide industry's fastest high-resolution Broadband Test Solution

## for activating and maintaining the return path of cable systems

Hewlett-Packard Company recently introduced a sweep/ingress analyzer designed to enable broadband communications engineers and technicians to test the forward and return paths and to quickly troubleshoot their cable-TV systems despite the presence of ingress. Ingress is the entrance of radio-frequency noise into broadband-cable networks from sources such as appliances in a subscriber's home or other radio interference. HP's latest sweep solution gives broadband operators confidence that they are delivering quality, distortion-free signals to their subscribers.

"As a result of the Telecommunications Act of 1996, broadband-service providers are facing major opportunities and major challenges," said Jim Curran, HP's Asia Pacific RF & Microwave Business Segment Manager. "Virtually all new services and revenue streams involve activation of digital communications on the return path, where ingress is a major issue. Digital-communications testing has long been an HP strength, and we have used that expertise to integrate digital power and ingress measurements into every aspect of the new sweep/ingress analyzer."

HP's new solution is based on the company's DigiSweep technology -- the industry's fastest high-resolution, digital services-compatible sweep. It utilizes fast on/off signals to sweep the forward and return paths without interference. It also generates more and faster reference signals; as a result, HP customers can avoid the slow reaction to signal adjustments found in other sweep techniques. This sweep technology is compatible with cable modems, telephony, interactive TV, digital music services and Internet communications.

### Ingress Detection

The new sweep/ingress analyzer consists of a portable-field unit – the HP CaLan 3010R – and a rackmount-headend unit – the HP CaLan 3010H. This new solution was designed by HP to specifically address the elusive problem of ingress. When ingress corrupts return-path communications, the HP CaLan 3010H instantly senses it and transmits a display of the ingress image through the forward path. This picture then is displayed on the HP CaLan 3010R field unit so technicians can immediately begin to troubleshoot the problem.

By combining the functions of a signal-level meter, sweep transmitter and receiver in a single box, the HP CaLan 3010R is designed to sweep a system from 5MHz to 1GHz. The signal travels to the headend, where the HP CaLan 3010H analyzes it; generates a data stream to represent the sweep response; and sends it to the HP CaLan 3010R in the field.

### High-resolution Sweep

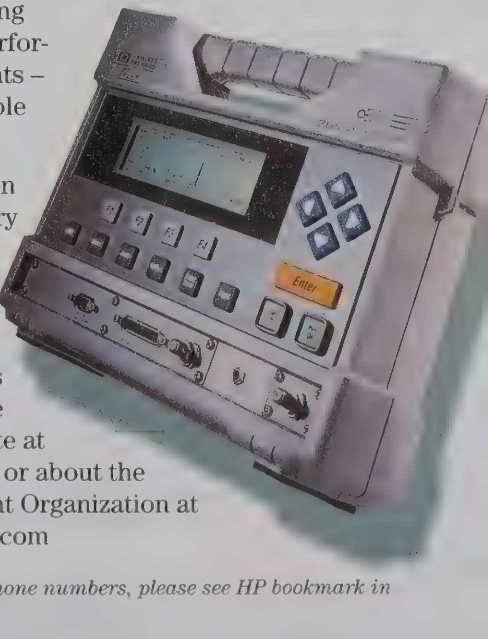
Unlike many sweep products available today, HP's sweep/ingress analyzer offers the highest resolution with 220 points across a 40MHz span – without compromising performance. Instead of reducing the number of points (display resolution), HP maintains a high-resolution sweep of 5-microsecond pulses in both the forward and return paths while maintaining its industry-leading speed. This is designed to give customers the flexibility to perform forward and reverse sweep in the presence of active analog or digital traffic, making the solution especially useful for broadband communications' companies that provide interactive services.

In addition, the sweep/ingress analyzer is designed to handle up to six simultaneous users, with a minimal impact on operation performance.

### Upgrades

When customers purchase HP cable-TV test gear, HP helps to maintain its state-of-the-art operation – including engineering refinements and performance improvements – through its affordable upgrade policy.

More information on price and delivery can be obtained from any HP sales office. Further information about HP and its products can be found on the World Wide Web site at http://www.hp.com or about the Test & Measurement Organization at http://www.tmo.hp.com



*(For HP sales offices' phone numbers, please see HP bookmark in this directory.)*

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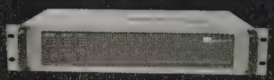

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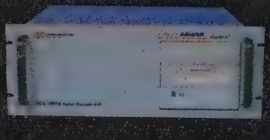
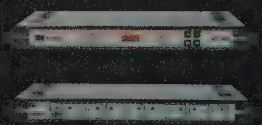
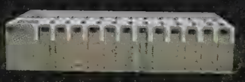


Digital Satellite
Distribution Systems



Audio/Video
Signal Automation



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Mr. Alan Butters, Intl. Product Manager
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**Year Established:** 1954

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Mr. Braham Singh, Managing Dir.
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**Year Established:** 1996
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Mr. Andy Botka, Product Marketing Manager
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*Hewlett Packard in an international manufacturer of measurement and computation products and systems recognized for excellence in quality and support. The company's products are used in industry, business, engineering, science, medicine and education in approximately 100 countries. HP has 108,300 employees and had revenues of $31.5 billion in its 1995 fiscal year.*

Hongkong Telecom
香港電訊

### Hong Kong Telecom
International Television
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Mr. Chris Lau, Manager Business Development, Fixed Satellite Services
**Year Established:** 1925
*Hong Kong Telecom is the largest and most developed broadcasting teleport in the Asia Pacific region offering transmission, reception and turnaround services to customers in Asia and around the world. The teleport not only offers access to INTELSAT POR and IOR satellites, but also regional satellites including AsiaSat, ApStar, Palapa, PanAmSat, and TDRSS.*

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### Impek Elektronik Ltd. Sti
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### Hwa Lin Electronic Company Ltd.
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Sec 6, Taipei, Taiwan
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### Irdeto Consultants SA
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**Contact:**
Mr. Johann Pienaar
*Irdeto provides complete turnkey solutions for pay-television systems. Irdeto is active in the field of conditional access systems, with expertise in analogue and digital development and system intergration. The Irdeto technology is being used in more than 40 countries world-wide.*

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### Jaeger Industrial Co. Ltd.
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**Year Established:** 1988

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Mr. Ross Halverson, Intl. Sales Director
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**Year Established:** 1979

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***Fax:*** 1 818 362 3594
**Contact:**
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**MMDS**
**Year Established:** 1952

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**Year Established:** 1971

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**Year Established:** 1984

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Mr. Steve Subritzky, Division Manager
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**Year Established:** 1983

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**Year Established:** 1992

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**Year Established:** 1986

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**Year Established:** 1994

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***Fax:*** 65 483 3872
***email:*** FSGA1788@email.mot.com
**Contact:**
Mr. Chew Guan Sing, Director of Sales
**Telephony, Data**
**Year Established:** 1928
*Motorola's CableComm technology is a fully integrated broadband transport system designed to provide telephony, video and high-speed data over hybrid fiber/coax networks. Only Motorola's CableComm technology provides an end-to-end solution for network operators with unsurpassed system reliability, superior bandwidth management, upstream noise abatement, complete encryption, uninterruptible power down the line and low-cost deployment.*

**Multiplex Technology Inc.**
3001 Enterprise Street, Brea, CA 92621-6213
United States
***Tel:*** 1 714 996 4100
***Fax:*** 1 714 996 4900

**NagraVision**
Route de Geneve 22
Ch-1033 Cheseaux, Switzerland
***Tel:*** 41 21 732 0337
***Fax:*** 41 21 732 0300

**Natropolis International**
P.O. Box 14115, St. Paul, MN 55114
United States
***Tel:*** 1 612 646 4700

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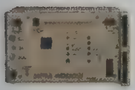

**The FM Series**
*Jninterruptible DC Power Supply*

**Enclosures**
*'or Cable Television Applications*

**Batteries**
*Cable Television Specific Batteries*

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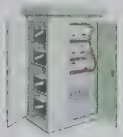

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*Non-Standby Power Supply*

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**USA & LATIN AMERICA**
Alpha Technologies
3767 Alpha Way
Bellingham, WA 98226
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http://www.alpha-us.com

**CANADA & ASIA PACIFIC**
Alpha Technologies
5700 Sidley Street
Burnaby, B.C. V5J 5E5
Tel: (604) 430-1476
Fax: (604) 430-8908

**UNITED KINGDOM**
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Fax: +44-1279-423355

**GERMANY**
Tel: +49-9122-997303
Fax: +49-9122-997321

**MIDDLE EAST**
Tel: +357-5-375675
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**U.S.A.** Tel:+1 201 784 2288 Fax:+1 201 784 3860
**H.K.** Tel: (852) 2776 0628 Fax: (852) 2776 0227 E-Mail 100125,2724@Compuserve.com
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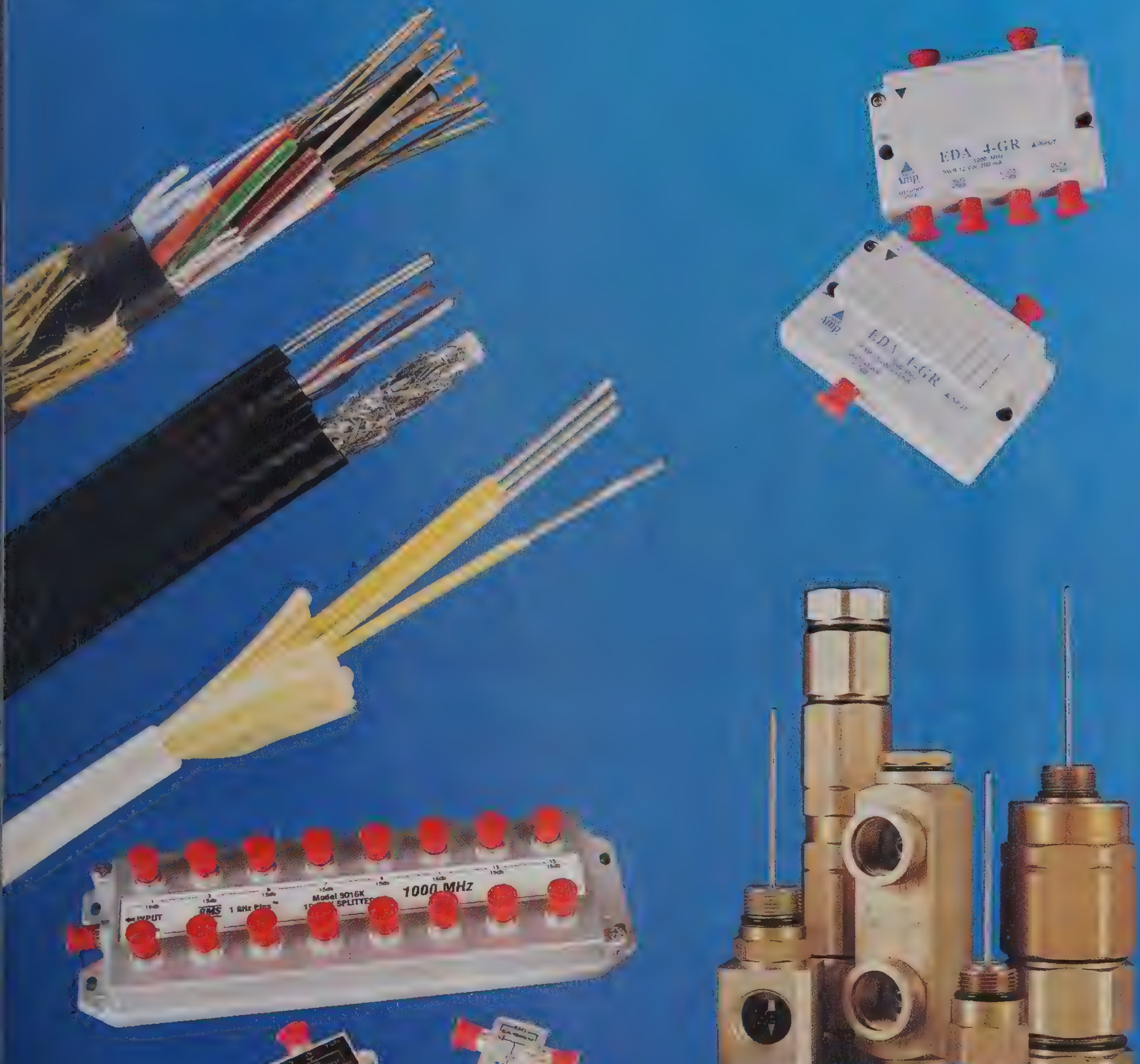

**Nuchem Australia Pty Ltd**
ACN 061 785 148
Unit 5, 7 Salisbury Road, Castle Hill, NSW 2154
Phone 61 2 9634 6333 Fax 61 2 9634 3311

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Telephone: 852-2-587-1163, Fax: 852-2-587-1093

***Fax:*** 1 612 641 1898

**Nuchem Australia**
Unit 5, No.7 Salisbury Road,
Castle Hill NSW 2154, Australia
***Tel:*** 61 2 9634 6333
***Fax:*** 61 2 9634 3311
**Contact:**
Mr. Alec Dean, Managing Director
Mr. Osman Ahmeo, Sales Director
Mr. Fernando Calero, Business Development
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1993

**Orbitron**
351 S. Peterson Street, Spring Green,
WI 53588, United States
***Tel:*** 1 608 588 2923
***Fax:*** 1 608 588 2257

**Ortez Corp**
2015 W. Chestnut St., Alhambra, CA 91803,
United States
***Tel:*** 1 818 281 3636
***Fax:*** 1 818 281 8231
**Contact:**
Mr. Jim Selpens, President
Mr. Bill Moore, V.P.
Mr. Bob Jordan, V.P.
**TVRO, CATV**
**Year Establsihed:** 1980

**Pace Micro Technology**
Victoria Road, Saltaire, Shipley
West Yorkshire, BD18 3LF, United Kingdom
***Tel:*** 44 1274 532 000
***Fax:*** 44 1274 532 010

**Pace Micro Technology (Asia) Ltd**
Room 1401, 14/F, Asia Standard Tower
59-65 Queen's Road Central, Hong Kong
***Tel:*** 852 2526 2028
***Fax:*** 852 2537 6574
**Contact:**
Ms. Sita Lee, Marketing Manager

PACIFIC MONOLITHICS
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**Pacific Monolithics Inc.**
1308, Moffett Park Drive
Sunnyvale, CA 94089, United States
***Tel:*** 1 408 745 2700
***Fax:*** 1 408 734 2656
**Contact:**
Mr. Chris Weseloh, Chief Executive Officer
Mr. Rick Gold, Chief Operating Officer
Mr. John Wachsman V.P. Marketing
Mr. Christopher Edleman, Asia
**MMDS**
**Year Established:** 1984
*Pacific Monolithics provides a full line of digital ready "roof top" solutions including downconverters, reflectors and VAGIsTM. PM's newest product, the CypherPointTM Addressable Scrambling System, with six levels of tiering, lets the wireless cable operator use a single decoder for the entire home.*

**Pacific Satellite International Ltd.**
Block B, 16/F, Cheung Lee Industrial Bldg
9 Cheung Lee Street, Chaiwan, Hong Kong
***Tel:*** 852 2898 1382
***Fax:*** 852 2558 0406
**Contact:**
Mr. Joseph Yeung, Managing Director
Mr. Vincent Tsang, Marketing Director
Mr. Ricgo Fung, Sales & Marketing
Mr. Gerry Ching
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1989

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**Pan Asian Systems Limited**
16/F, Cavendish Centre, 23 Yip Hing Street,
Wong Chuk Hang, Hong Kong
***Tel:*** 852 2873 9777
***Fax:*** 852 2555 1589
**Contact:**
Mr. Michael Peach, Managing Director
Ms. Dora Tam, Marketing Officer
**TVRO, CATV, MATV, MMDS, SMATV,**

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**Telephony**
**Year Established:** 1991
*Pan Asian Systems Limited is a Hong Kong-based supplier of cable telecommunications equipment and engineering services to Asia and the Middle East. Pan Asian carries full line of equipment for TVRO / SMTV / CATV / MMDS / Telephony systems and provides engineering services from survey, design to installation, maintenance and turnkey solutions.*

### Panpipe Industrial Co
7/F, No 8 Lane 235, Pao-Chiao Road
Hsin-Tien City, Taiwan
***Tel:*** 886 2 910 5097
***Fax:*** 886 2 913 9890

### Paraclipse, Inc
2271, 29th Avenue East, P.O. Box 686
Columbus, NE 68602-0686, United States
***Tel:*** 1 402 563 3625
***Fax:*** 1 402 564 2109
**Contact:**
Mr. Hal Regan, Managing Director / C.E.O.
Mr. Norm Bruner, Sales Manager
**TVRO**
**Year Established:** 1981

### Phasecom Inc.
20300 Stevens Creek Blvd, Ste 465
Cupertino, CA 95014, United States
***Tel:*** 1 408 777 2784
***Fax:*** 1 408 777 2787
**Contact:**
Mr. Shaul Berger, C.E.O.
Mr. Ron Victor, Director of Marketing
**CATV, Telephony**
*Phasecom, Inc., is a Cupertino, Calif. based company specializing in the development of communications products for emerging broadband hybrid fiber coax (HFC) services. These products enable transmission of high speed voice and data for telecommunications and interactive multimedia applications over CATV networks.*

### Philips Broadband Networks
100 Fairground Road
Manlius, NY 13104, United States
***Tel:*** 1 315 682 9754
***Fax:*** 1 315 682 2070
**Contact:**
Mr. Dieter Brauer, President
Mr. Mike Senken, C.F.O.
Mr. Alan Kernes, V.P., Sales
**Asia Address:**
Seel Bldg, #24, Ang Mo Kio Street
Industrial Park 3, W. Wing 6/F
Singapore 569 061
**Contact:**
Mr. James J. Parker, Product Specialist
Mr. Mike Blankinship, Application Engineer
Mr. Releigh B Stelle III, General Manager, AP
***Tel:*** 65 481 2930
***Fax:*** 65 481 6523
**CATV, MATV, MMDS, SMATV, Telephony**

### Philips China Hong Kong Group
Suite 7, G/F, Whampoa Garden
Hung Hom, Kowloon, Hong Kong
***Tel:*** 852 2773 5588
***Fax:*** 852 2334 5496
**Contact:**
Mr. Erik But, Sales Engineer

### Philips Semiconductors
501 HK Ind. Technology Centre
72 Tat Chee Avenue, Kowloon Tong,
Kowloon, Hong Kong
***Tel:*** 852 2319 7898
***Fax:*** 852 2319 7890
**Contact:**
Ms. Kimba K.F. Lau, Product Sales Manager

### Philips Singapore Pte. Ltd
620A, Lorong 1 Toa Payoh
Singapore 319762
***Tel:*** 65 350 2000
***Fax:*** 65 253 7780
**Contact:**
Mr. Ihwan Limasi
Mr. Steven Yap, Business Manager

### Philips Taiwan Ltd.
25F, 66 Chung Hsiao W. Rd, Sec 1
P.O. Box 22978, Taipei Taiwan
***Tel:*** 886 2 382 4528
***Fax:*** 886 2 382 3201
**Contact:**
Mr. Stephen Tseng, Project Manager

### Philips Videocommunication Systems
Building SX, PO Box 800 002
Edinhoven, 5600JB, The Netherlands
***Tel:*** 31 40 273 2854
***Fax:*** 31 40 273 2715
**Year Established:** 1889
**Contact:**
Mr. Rob Van Oostenbrugge, G.M.
Mr. Pieter Noordam, Marketing Manager
Mr. Paul Duncker, Marketing Manager
**MMDS, Telephony**
**Asia Address:**
Seel Building, No 24, Ang Mo Kio ST 65
INO PK3 6th Plr W.WW 569061, Singapore
***Tel:*** 65 481 9671
***Fax:*** 65 481 6523

### Pico Products Asia Ltd
Unit A & B, 10/F, Lever Centre
69-71 King Yip Street, Kwun Tong, Kowloon
Hong Kong
***Tel:*** 852 2341 3030
***Fax:*** 852 2341 3939
**Contact:**
Mr. Rays Chiu, Regional Manager
Mr. Samuel Ze-To, Sales Manager
Ms. Kathy Chan, Administration Officer
Mr. Clement Ho, Engineering Manager
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1968
*PICO PRODUCTS INC, US manufacturer, was public held and founded in 1968. PICO offers full ranges of CATV & SMATV equipment including*
*-Headend*
*-Scrambling system*
*-Amplifers*
*-Passives*
*PICO also carries third party products like Optical Transmission System, Coaxial Cables, MMDS equipment.*

### Pioneer Electronic Corporation
I K Building, 24-9 Kamiosaki
2-Chome Shinagawa-Ku, Tokyo 141, Japan
***Tel:*** 81 3 5434 3039
***Fax:*** 81 3 5434 3227

### PPC John Mezzalingua Associates, Inc
6176 E. Molloy Road, P.O. Box 278
East Syracuse, NY 13057-0278, United States
***Tel:*** 1 315 431 7200
***Fax:*** 1 315 431 4099
**Contact:**
Mr. Dan Mezzalingua, President
Ms. Yong Chen, Pacific Sales Manager
*For over 55 years, PPC has supplied millions of coaxial connectors and traps to Cable and Telephone systems throughout the world. Founded in 1940 by John Mezzalingua, PPC continues a tradition of excellence as a leading full line manufacturer of traps and cable connector products for the Telecommunication industry. With offices and distribution centers located around the world and the recent 100,000 square foot plant expansion, PPC continues to invest in state of the art facilities to meet both the latest in connector technology and the increasing demands of the telecommunications industry.*

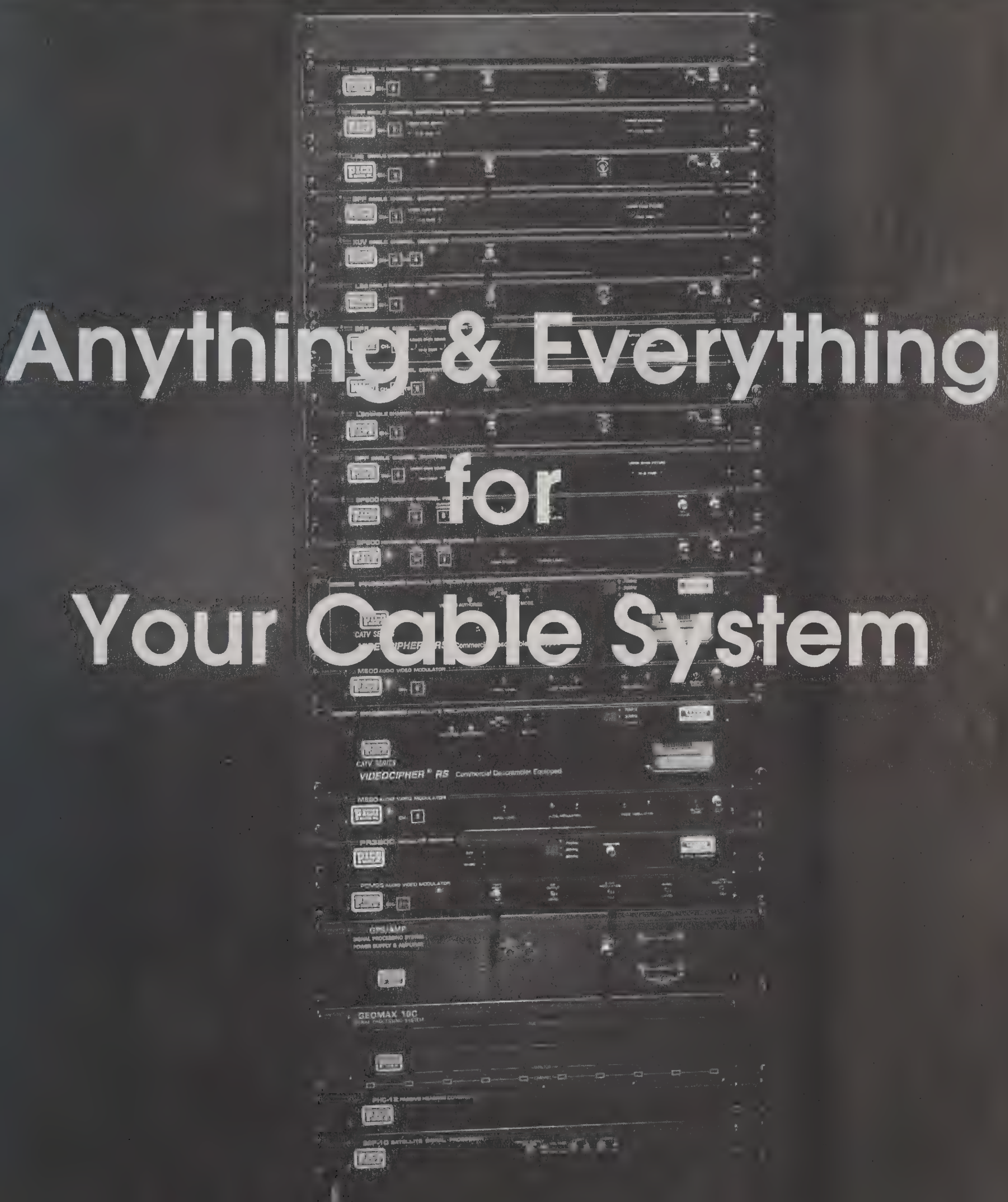
### Promax
PO Box 118, Hospitalet 08907 Spain
***Tel:*** 343 3379008
***Fax:*** 343 3381126
**Contact:**
Mr. J.M. Clotet, Marketing Manager
**Year Established:** 1963

### Qintar, Inc
700 Jefferson Avenue
Sahland, OR 97520 - 3703, United States
***Tel:*** 1 541 488 5500
***Fax:*** 1 541 488 5567
**Contact:**
Mr. Randall H. Tishkoff
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1982

### Qualop Systems Corporation
931 Benecia Avenue
Sunnyvale, CA 94086, United States
***Tel:*** 1 408 739 9900
***Fax:*** 1 408 245 9872
**Contact:**
Mr. Miki Pan, Assistant Manager Sales

### R.L. Drake Company
P.O. Box 3006
Miamisburg, OH 45343, United States

PICO
PRODUCTS, INC.



**PICO Headquarters Address:**
12500 Foothill Boulevard • Lakeview Terrace • California 91342 • U.S.A.
Telephone (800)421-6511/(818)897-0028 • Fax (818)899-1165

**PICO Products Asia Limited (Asia Pacific Office) Address:**
Unit A-C • 10th Floor • Lever Centre • 69-71 King Yip Street • Kwun Tong • Hong Kong
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Tel:(852) 2898 1382 Fax:(852) 2558 0406

**CHINA**
ROOM 1603., 6TH BLOCK, YING BIN PLAZA,
YING BIN RD., ZHUHAI, CHINA.
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**PHILIPPINES**
Tel:(632) 242 1308 Fax:(632) 242 0627
**INDONESIA**
Tel:(6221) 612 8803 Fax:(6221) 612 1093
**MALAYSIA**
Tel:(603) 795 2764 Fax:(603) 795 2769
**AUSTRALIA**
Tel:(617) 3344 3883 Fax:(617) 3344 3888

***Tel:*** 1 513 866 2421
***Fax:*** 1 513 866 0806
**Contact:**
Mr. Ron Wysong, C.E.O.
Mr. Mike Brubaker, S.V.P. Sales
**TVRO, CATV**
**Year Established:** 1943

**RF-Link Systems Inc.**
1/F No 9 Chan Yeh Road 1
Science-Based Ind Park, Hsinchu, Taiwan
***Tel:*** 886 35 799 999
***Fax:*** 886 35 776 699

**Ripley Company**
46 Nooks Hill Road
Cromwell, CT 06416, United States
***Tel:*** 1 203 635 2200
***Fax:*** 1 203 635 3631
**Contact:**
Mr. John E. Mills, International Sales
Mr. Chris Haelsen, Marketing Manager
**CATV, Telephony**

**Riser-Bond Instruments**
5101 N. 57 Street
Lincoln, NE 68507, United States
***Tel:*** 1 402 466 0933
***Fax:*** 1 402 466 0967
**Contact:**
Mr. Marshall Borchert, President
Ms. Jennie Borchert, Director
Mr. Walter Campbell, V.P./ Sales Marketing
**Year Established:** 1981

**RK Chainford Electronics Co Ltd**
No. 171, Pao Hsin Street
Hsi Chih, Taipei, Taiwan
***Tel:*** 886 2 6477 5311
***Fax:*** 886 2 647 7717
**Contact:**
Mr. Jyh Wang Jian

**RMS UK Ltd**
4 Campbell Court, Campbell Road
Tadley Hampshire, RG26 5EG
United Kingdom
***Tel:*** 44 12 56 881 525
***Fax:*** 44 12 56 882 866
**Contact:**
Ms. Lynn D. Walters, Director
Mr. Christopher H. Bailey, V.P. International
**CATV, MATV, SMATV, Telephony**
**Year Established:** 1993

**RO. VE. R. SPA**
Via Parini, 2-4, Colombare Di Sirmione
I-25010 Italy
***Tel:*** 39 30 91981
***Fax:*** 39 30 990 6894
**Contact:**
Mr. Edoardo Romano, President
Mr. Gino Salocchi, Sales & Marketing Dir.
Mr. Maurizio Zanoni, Administration Dir.
Mr. Riccardo Ponza Technical Director
**CATV, MATV, SMATV**
**Year Established:** 1972

**Sagem Sa**
Le Ponant De Paris, 27 Rue Leblanc, 75512
Paris Cedex 15, France
Tel: 33 1 3424 6141
Fax: 33 1 3424 8661
**Contact:**
Mr. Gabriel Matter, Dir. Intl. Development
Mr. Daniel Gillet, Commercial Director
**TVRO, CATV, MMDS, Telephony**

**Sandmartin Company Ltd.**
4/F No 253 Sec 4, Chung King N Road
Taipei, Taiwan
***Tel:*** 886 2 816 1597
***Fax:*** 886 2 815 1358

**Sangean Electronics Inc.**
No 265 Chung Chen Road
Yung-Ho City, Taipei 23433, Taiwan
***Tel:*** 886 2 922 1861
***Fax:*** 886 2 922 6072

**Satellite Export & Engineering 'Patriot'**
1007 Industrial Ave
Albion, MI 99224, United States
***Tel:*** 1 517 629 5990
***Fax:*** 1 517 629 6690
**Contact:**
Mr. Jeff Mathie
Mr. Dennis Urquhart
**Satellite:** Yes
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1993

**Scala Inc**
2323 Horsepen Rd., Harrdon, VA 22071,
United States
***Tel:*** 1 703 713 0900
***Fax:*** 1 703 713 1960
**Contact:**
Mr. Edward Lerese, President
Mr. Tom Hillman, Exec. V.P.
Mr. John Hillman, V.P., Marketing
**Year Established:** 1987

Scientific Atlanta

**Scientific - Atlanta**
4261 Communications Drive
Norcross, GA 30093, United States
***Tel:*** 1 770 903 5000
***Fax:*** 1 770 903 5375
**Contact:**
Mr. John Buckett, President, International
Mr. Noel Nee, Director of Sales
**TVRO, CATV, SMATV, Telephony**
**Asia Address:**
Suite 56 + 57, 5/F New Henry House,
10 Ice House St., Central, Hong Kong
**Contact:**
Mr. Robert C. Burkholder, Managing Director
**Canada Address:**
7725 Lougheed Highway
Burnaby, B.C. V5A 4V8, Canada
***Tel:*** 1 604 402 5322
***Fax:*** 1 604 420 5941
**Contact:**
Mr. Don R. Stubel, Director, Asian Operations
Mr. Philip Camel, General Manager
Mr. Augusto Amatori Director, Intl. Sales & M
Mr. Mark Adams, Director of Intl. Transmi.
**Year Established:** 1951

*Scientific-Atlantic provides broadband communications systems and satellite communications networks to cable operators, telephone and utility companies, broadcasters, governments, and corporations worldwide. Founded in 1951, the company conducts business in over 130 countries through its offices and representatives in more than 70 countries. A supporter of open systems, Scientific-Atlanta is a member of several international standards bodies including MPEG and DVB.*

**Snell and Wilcox Ltd.**
6 Old Lodge Place, St. Margaret's, Twickenham,
Middx TW1 1RQ, United Kingdom
***Tel:*** 44 181 607 9455
***Fax:*** 44 181 607 9466
**Contact:**
Mr. Naresh Subherwal, Group Sales Dir.
Mr. Joe Zaller, Marketing Dir.
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1973

SONY

**Sony Corporation of Hong Kong Ltd**
Level 26, Two Pacific Place, Queensway
Hong Kong
***Tel:*** 852 2533 0222
***Fax:*** 852 2877 9397
**Contact:**
Mr. T. Sone, Chief Operating Officer
Mr. F. Toguchi, General Manager
Mr. C. Norris, Senior Manager, Marketing
*Year Established: 1962*

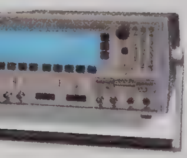
*Sony Corporation is the most successful supplier of television production equipment to the broadcast industry. Sony Corporation of Hong Kong, Broadcast & Professional Products Asia Group (BPPA) is the Asian regional headquarters for Broadcast product sales, marketing, and technical support.*

**South World Enterprises**
12/F, No 146 Min Sheng E Road
Sec 5, Taipei, Taiwan
***Tel:*** 886 2 767 6768
***Fax:*** 886 2 765 8620

Standard Communications
SATELLITE & BROADBAND
PRODUCTS DIVISION

**Standard Communications Corp.**
P.O. Box 92151
Los Angeles, CA 90009, United States
***Tel:*** 1 310 532 5300
***Fax:*** 1 310 532 0397
**Contact:**
Mr. Mason Truluck, V.P. / Director
Mr. Warren Davis, Director of Technology
Mr. Newlin Warden, Intl. Sales Manager
**CATV, SMATV**
**Year Established:** 1969

*Standard Communications Corp. is a global*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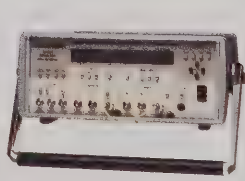
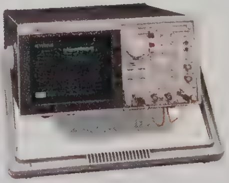
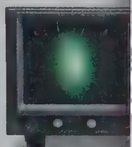

*Jitter Analyzer*


*SDH/PDH Analysis*

*Video Monitoring*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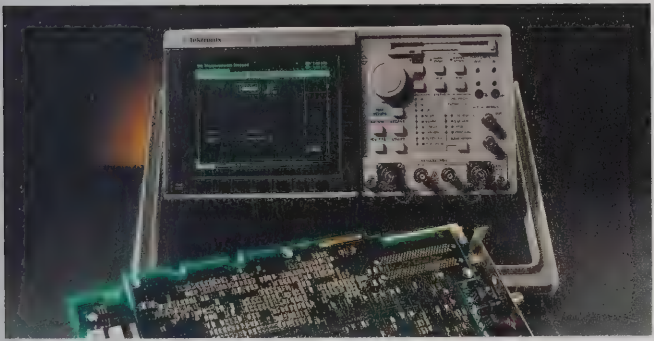

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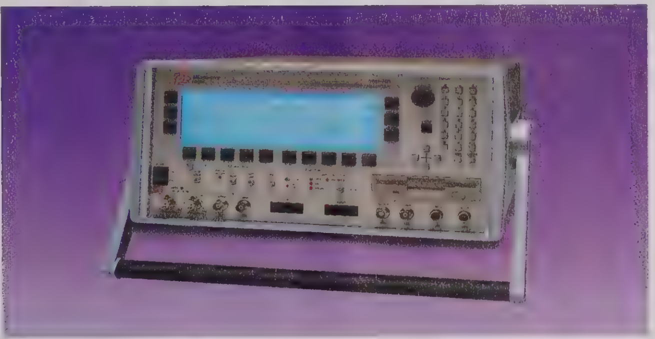

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*manufacturer of video rebroadcast quality satellite television receivers and CATV headend products. Products include the Intercontinental MT900 and Continental MT620 cable receivers, the ICM/SCM479 series of CATV modulators, and the new Stratum Modulation System.*

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UT 84115, United States
***Tel:*** 1 801 464 1600
***Fax:*** 1 801 464 1699
**Contact:**
Mr. David Keller, President & C.O.O.
Mr. William Robertson, V.P. Engin
**CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1990

### Stella Doradus Industries
Coolfin Portlaw, Co.Waterford, Ireland
***Tel:*** 353 51 387 145
***Fax:*** 353 51 387 244
**Contact:**
Mr. Frank Browne
Mr. James Browne
**MMDS**
**Year Established:** 1982

### Summit Engineering Co Ltd.
12/F, 412 Jen Ai Road
4th Section, Taipei, Taiwan
***Tel:*** 886 2 705 2032
***Fax:*** 886 2 709 3671

### Taiwan D.L.S. International Co
10/F-5 No 30 San-Ho Road, Sec 2, Sanchung
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***Tel:*** 886 2 977 0075
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### Taiwan Microwave Communication Co. Ltd.
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***Tel:*** 886 35 781 381
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### Tekniche Ltd.
18 Boundary Way, Woking
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***Tel:*** 44 1483 728 006
***Fax:*** 44 1483 770 195
**Contact:**
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72 Tat Chee Ave., Kowloon Tong, Kowloon,
Hong Kong
***Tel:*** 852 2776 0628
***Fax:*** 852 2776 0227
**Contact:**
Mr. Eric Masters, Managing Director
Mr. Steve Sherlock, Director
Mr. Tim Richards, Technical Director
**CATV, MATV, MMDS, SMATV**
**Year Established:** 1994

*Tekniche designs and manufacturers a wide range of interface and conversion equipment including standards converters, digital encoders and decoders, a comprehensive modular range of interfaces comprising multiplexers / demultiplexers, fiber optic drivers / receivers, frame synchronisers, DA's, A-D's D-A's for analog / digital audio / video formats.*

Tektronix

### Tektronix Inc.
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***Fax:*** 1 503 627 5801
**Contact:**
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Mr. Kelvin Ko, Business Develop. Mgr.
Mr. Ivan So, Business Develop. Mgr.
**Asia Address:**
5/F China Underwriters Center,
88 Gloucester Rd., Wanchai Hong Kong
***Tel:*** 852 2593 5500
***Fax:*** 852 2802 2733
**Year Establsihed:** 1950
*Tektronix has a portfolio of measurement, color printing, video systems and network displays businesses dedicated to applying technology excellence to customer challenges. Tektronix is headquartered in Wilsonville, Oregon and has operations in 23 countries outside the United States. Founded in 1946, the company had revenues of $1.8 billion in fiscal 1995.*

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Level 9, Telecom House, 8 Hereford Street,
Private Bag 92030, Auckland, New Zealand
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***Fax:*** 64 9 379 2192
**Contact:**
Mr. John Proctor, Manager, FITL Project

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SYSTEMS, INC.

### Telecorp Systems Inc.
1000 Holcomb Woods Parkway, Suite 410-A
Roswell, GA 30076, United States
***Tel:*** 1 770 587 0700
***Fax:*** 1 770 587 0589
**Contact:**
Mr. Larry Bradner, C.E.O.
Mr. Steve Nussrallah, President
Mr. Randall Abney, V.P. Intl.
*Telecorp Systems, A Syntellect Company, is committed to helping cable companies better serve their subscribers through a broad range of interactive communication solutions, including Audio Response Units and Predective Dialers. Telecorp is the worldwide leader of call processing solutions for cable television.*

### Telelynx Inc.
3/F-1, Nankan Road, Sec 2
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***Tel:*** 886 3 352 1922
***Fax*** 886 3 352 1923

### Teleste Systems
Compass House, 80-82 New Market Road
Cambridge CB5 8DZ, United Kingdom
***Tel:*** 44 1223 505 111
***Fax:*** 44 1223 518 370
**Contact:**
Mr. Alan Archer, Managing Director
**CATV, MATV, SMATV**
**Year Established:** 1955

### Texscan Corporation
P.O. Box 16400, 5-D Butterfield Trail,
El Paso, TX 79906-1400, United States
***Tel:*** 1 915 772 4400
***Fax:*** 1 915 778 9925

### Thomson Consumer Electronics Marketing Asia
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***Fax:*** 65 359 8925
**Contact:**
Mr. Daniel Chuang, V.P., Marketing
Ms. Swee Leong Lim, General Manager
**TVRO, CATV, MMDS**
**Year Established:** 1982

### Times Fiber Communications Inc
358 Hall Avenue
Wallingford, CT 06492, United States
***Tel:*** 1 203 265 8500
***Fax:*** 1 203 265 8422
**Contact:**
Mr. Tim Cohane, President
Mr. Stan VonFeldt, V.P. Development
Ms. Alice Geary, Manager Inside Sales
**CATV, Telephony**
**Asia Address:**
2-19-701, Roppongi 3 Chome, Minato-ku
Tokyo 106 Japan
**Year Established:** 1955

### Toner Cable Equipment, Inc.
969 Horsham Road
Horsham, PA 19044, United States
***Tel:*** 1 215 675 2053
***Fax:*** 1 215 675 7543
**Contact:**
Mr. Robert Toner, President
Mr. BJ Toner, International Sales Manager
**CATV, MATV, SMATV**
**Year Established:** 1971

### Transystem Inc
2/F No 10 Prosperity Road II
Hsinchu Science Park, Hsinchu, Taiwan
***Tel:*** 886 35 780 393
***Fax:*** 886 35 784 111

### Tri-Vision Electronics Inc
41 Pullman Court, Scarborough
Ontario, M1X 1E4 Canada
***Tel:*** 1 416 298 8551
***Fax:*** 1 416 298 7976
**Contact:**
Mr. Cam Siddiqui, Vice President

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## If you Would Like More Information, Contact:

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  E-Mail: camltor@ibm.net
- Norman F. Woods - Applications Engineering
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Fax 905-428-0927

**Contact:**
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Ms. Jessica W.M. Chum, Customer Services

Trilogy
COMMUNICATIONS INC.

### Triligy Communications Inc.

2910 Highway 80 East
Pearl, MS 39208, United States
***Tel:*** 1 601 932 4461
***Fax:*** 1 601 939 6637
**Contact:**
Mr. Sidney Shinn Lee, President & C.E.O.
Mr. Steve Youtsey, Vice President, Intl.
**TVRO, CATV, MATV, MMDS Equip, MATV, Telephony**
**Year Established:** 1985

*Trilogy Communications Inc. is the world leading manufacturer of low loss coaxial cable. Over 2.5 billion feet of MC² air-dielectric coaxial cable installed worldwide (since 1985). Product line includes MC² trunk and feeder cables, MVP drop cables and Aircell 50-ohm/radiating cables.*

TV/COM

### TV/COM International, Inc

16516 Via Esprillo
San Diego, CA 92127,United States
***Tel:*** 1 619 675 1260
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**Contact:**
Mr. Robert Luff, President & C.E.O.
Mr. Anthony Wechselberger, Executive V.P.
Mr. Wally Dieckmann, C.F.O.
Ms. Sue Stedd, Strategic Marketing
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1932

*TV/COM, Inc., a subsidiary of Hyundai Electronics America, leads in open system digital compression and secure, addressable analog technologies for cable, MMDS and satellite. TV/COM produces encoders, decoders/chipsets, conditional access systems and interactive terminals. Analog products licenced to qualified manufacturers and distributors.*

### Universal Antenna Mfg,. Inc

705 E. Second St. P.O.Box 338
Ward, AR 72176, United States
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**Contact:**
Mr. John Gaunt, President
Mr. Gary McClendon, Vice-President
Ms. Donna McCormack, Sec./Treas.
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1988

### Vabelwerk Eupen A.G.

Malmedyeast 9 Eupen 4700, Belgium
***Tel:*** 32 87 55 97 71
***Fax:*** 32 87 74 32 09
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**TVRO, CATV, MATV, MMDS, SMATV, Telephony**

### Venture Mfg. Co.

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Dayton, Ohio 45414, United States
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**Contact:**
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### Wheatstone Corp.

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Syracuse, NY 13212, United States
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***Fax:*** 1 315 452 0160
**Contact:**
Mr. Gary Snow, President
Mr. Ray Esparolini, Director of Sales
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1976

### Winegard Company

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Burlington, IA 52601, United States
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***Fax:*** 1 319 754 0787
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Mr. Patrick Haney, C.F.O.
Mr. Jerry Von Behreu, Director
Mr. Gene Rodeffer
**TVRO, CATV**
**Year Established:** 1954

### Winersat Canner Communication Corp.

4F, No.2 Lane 263, Chung Yang Road
Taipei, 115 Taiwan
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***Fax:*** 886 2 786 1450
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### Wink Communications

1001 Marina Village Parkway
Alameda, CA 94501, United States
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***Fax:*** 1 510 337 2960
**Contact:**
Mr. Alex Simonini

### Winners Satellite Electronics Corp.

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Taipei, 11527, Taiwan
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Mr. Killian O'Sullivan, Technical Director
Mr. Deirdre Smith, Marketing Manager
**CATV, MMDS Equip**
**Year Established:** 1993

### Zenith Electronics Corporation

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# NOTES

MULTICHOICE

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# Pay-Television Subscriber Management Company

MultiChoice is a member of the European based NetHold Group, which serves approximately 2,7 million subscribers in 52 countries throughout the world. NetHold is owned by the Swiss conglomerate Richemont and MIH Ltd.

Richemont exercises financial and operational control over companies operating primarily in the fields of tobacco and luxury goods. It is the ultimate parent of a family of some of the world's leading consumer brands: Rothmans, Peter Stuyvesant, Cartier, Dunhill, Piaget and Montblanc, amongst others. MIH Ltd. and its parent companies were the first to launch a pay-television channel in the Southern hemisphere in September 1986.

MultiChoice covers the range of activities in the pay-television chain, from the packaging of premium programmes to the customer interface. The Group owns premium subscription channels, subscriber management operations, a pay-television technology company and a programme rights acquisition company.

MultiChoice aims to be a leader in pay-television by offering excellence and commitment to both subscribers and to the companies that rely on the Group's expertise. MultiChoice has established itself as a world leader in the development of digital television, with digital transponder bookings totalling 24. The Group will be able to deliver more than 150 television channels and services in its markets.

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# Pay TV Systems – Irdeto To The Rescue

Pay TV is proving to be the industry of the future, and the systems and expertise required to achieve success is well known to Irdeto.

A broadcaster has five main sources of income: license fees, advertising, subscriptions, pay per channel and pay per view. Advertising income is erratic and the broadcasters who rely on license fees are having to adopt strong-arm tactics to get their money. But there is money to be made from broadcasting, and the solution appears to be Pay TV where there is a need for a combination of subscriptions and pay per channel and view. Irdeto, headquartered in Holland, part of the Nethold group together with Multichoice has brought together the experiences, expertise and technology of a wide variety of pay channels under one roof to provide a comprehensive service to the broadcasters who are burgeoning over the continent.

Irdeto's systems are flexible enough to cover the range of demands for both analogue and digital broadcasting technologies that are in place: the analogue are used for small terrestrial and cable networks and the digital for satellite technologies, especially where there is a need for a bouquet of channels, and signals have to be compressed so that the satellite channels can handle the data.

The secret of the systems is that signals are encoded. The subscribers pay for authorization to particular channels. This authorization is held in the smart card or can be controlled by the broadcaster so that when subscriptions lapse, the decoder can be enabled or disabled remotely. There is an extension to this technology: only certain of the channels on offer can be enabled for decoding it opens the way for Near Video on Demand whereby the viewer can choose what he wants to see, by choosing from an array of films and programs and only pay for the ones he sees.

The analogue systems, the Irdeto Decoder Access Control (IDAC) is designed for pay TV operators who are expanding rapidly. The modular design means that multiple sub-systems can be added using the same underlying facilities. Flexibility is a key element. Operators can increase the number of and modify the contents of input commands dynamically. Configurations can be changed while in operation and activated immediately. This simple system allows the operator total control over a growing system.

While analog has its place, the digital systems offer the most flexibility. The philosophy behind the systems is to provide a complete, easy-to-operate turn-key solution with the flexibility to meet operators requirements into the future.

It consists of a number of elements and starts with the Conditional Access (CA) system. A Subscriber Management System supplies the subscriber information which is passed on to the subscriber's smartcard by means of Entitlement Management Messages (EMMs). The system offers a multi-level key structure, group addressing, free initial entitlements, regional control, user type control, Near-Video-on-Demand, PIN codes, over the air software downloads and other facilities.

Incorporated into the system is our Network Management which controls the digital multiplexer and integrates the system and conditional access information carried within the MPEG-2 data stream. This allows audio and video to be changed to suit program requirements within a given bandwidth. It also has fail-safe controls built in. The Conditional Access Module (CAM) descrambles the data stream and filters off the ECM's and EMM's under the control of the smartcard.

The smartcard is the clever part of the system. It sits in the unit in the subscriber's home and contains all the information relating to the subscriber. It controls the access to television programs and services broadcast in scrambled or encrypted form within the IRD. Should any changes occur in the subscriber's status, the smartcard can be remotely configured, thus avoiding the necessity for someone to call or for the subscriber to have to exchange cards. The smartcard is the passport through to the sophisticated Near-Video-on-Demand and Video-on-Demand facilities.

Irdeto supplements the broadcast encryption facilities with a Subscriber Management System with integrated financial controls. In addition there is a Contracts, Library, Administration and Scheduling System (CLASS), a software system that integrates the control and management of contracts, tape libraries, scheduling and financial activities. When interfaced with Irdeto's other Pay TV components, CLASS provides an integrated solution for pay TV and provides a useful interface for Electronic Program Guides. It helps operators control and manage their program library and license tracking, provides detailed scheduling facilities and comprehensive royalty reporting.

The Electronic Program Guide is Irdeto's solution to providing the viewer with full information on all the additional choices offered by digital broadcast. It allows viewers to navigate through menus on their home receivers and go straight through to the program they wish to see. They can retrieve details on selected events, set reminders or even purchase events on a Near-Video-On-Demand basis. The menus also provide access to a wide range of interactive value-added services via the OpenTV platform.

OpenTV opens a variety of paths to a complete environment of home shopping, games, advertising and home banking. This enables operators to add value to the broadcasting platform by customizing their network to the needs and demands of viewers.

Irdeto's package spells out simplicity for the operator and a wide variety of choices for the operator. The face of broadcasting has certainly changed, and Pay TV ensures the operator a sound business platform without the problems historically encountered by broadcasters relying on other sources of revenue.

# MEDIA SERVICES

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**Year Established:** 1925

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*The REED MIDEM ORGANISATION has been organising international trade markets in Cannes, France for more than 35 years, and since 1994 have also produced exhibitions in Hong Kong and Singapore. Three of these markets - MIP TV, MIPCOM and MIP ASIA - are considered to be the leading international markets for the international television, film, video, cable & satellite industries.*

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A partial listing of CEA's Pacific Rim transactions

## SOLD

49.9% of the shares of
**Asia Today Limited**
the broadcaster of
**ZEE TV**
have been sold to
**Star Television Business Limited**

CEA represented Asia Today Ltd. in this transaction

## SOLD

**A Majority Interest in Sky Entertainment**
of New Zealand has been puchased by
a consortium whose membership includes:

**Ameritech International**
**Tele-Communications, Inc.**
**Bell Atlantic International**
**Time Warner Cable Group**

CEA initiated this transaction and represented the seller

## BROKERED

**Asia Business News Pte. Ltd.**
A partnership of
**Television New Zealand, Ltd.**
**Tele-Communications, Inc.**
**Business News Network**
**Singapore International Media Ventures Pte. Ltd.**

CEA assisted in establishing this relationship

## FORMED

**B.E.A.T. Media Corp.**
**(Broadcast East Asian Territories)**

Advice provided relative to the development and formation of the joint venture

**CEA assisted**
**Europe Development International ("EDI")**
**a subsidiary of Matra Hachette**

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## BROKERED

**MODI Enterprises**
entered into an exclusive distribution agreement for India with
**ESPN**

CEA initiated this transaction and represented MODI Enterprises

## CONSULTING

**Australian Broadcasting Corporation**

Advice provided relative to the development of Australian pay TV

CEA advised Australian Broadcasting Corporation

## CONSULTING

**M Group**
**(L Star Project)**

Advice provided on the development of strategic and financial plans for entry into the Asian satellite industry

CEA advised M Group

## CONSULTING

**National Broadcast Corporation ("NBC")**

Advised in the establishment of programming service in India

CEA represented NBC in this transaction

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*Communications Equity Associates provides investment banking, merchant banking, corporate finance, strategic planning, business development and advisory services to the media, entertainment and telecommunications industries. Since its founding in 1973, CEA has closed more than 750 transactions worldwide surpassing US$11 billion in transaction volume.*

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***Fax:*** 852 2566 3211
**Contact:**
Mr. Jack Maisano, President
Ms. Evan Blank, Marketing Director
Mr. Randy Maxwell, Advertising Director
**Year Established:** 1975

### Australian Pay TV News
Level 6, 209 Castlereach Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 264 7004
***Fax:*** 61 2 267 1056
**Contact:**
Ms. Pip Bulbeck, Managing Editor
**Year Established:** 1993

CABLE WORLD

### Cable World
63 West Main Street, Suite 1, Freehold,
NJ 07728, United States
***Tel:*** 1 908 431 5166
***Fax:*** 1 908 303 1899
**Contact:**
Ms. Donna Briggs, Publisher
Ms. Karen Kelly, Asst. Publisher
Mr. Leonard De Renzo, Business Development

### Down Jones Publishing Company(Asia), Inc.
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**Contact:**
Mr. Ken McKenzie, Publisher

### Phillips Business Information, Inc
1201 Seven Locks Road
Potomac, MD 20854, United States
***Tel:*** 1 301 340 1520
***Fax:*** 1 301 424 0575
**Contact:**
Mr. Alex Swan, Editorial Director
Mr. Michael O' Neill, Director

### Reed Business Publishing Pty. Ltd
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1-5 Railway St. Cahtswood NSW 2067, Australia
PO Box 5487 West Chatswood NSW 2057
***Tel:*** 612 372 5222
***Fax:*** 612 419 7399
**Contact:**
Mr. Hugh Salmon, Advertising Manager

### Technology Exchange Ltd
Suite 1102, Fo Tan Industrial Centre
26-28 Au Pui Wan Street, Fo Tan, Shatin, N.T.
Hong Kong
***Tel:*** 852 2602 6300
***Fax:*** 852 2609 1687
**Contact:**
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### The Asia Letter Group
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**Contact:**
Mr. Charles R. Smith, Editor & Publisher

### The Asian Wall Street Journal
6 Battery Road #26-05
Singapore 0104
***Tel:*** 65 324 2114
***Fax:*** 65 323 6641
**Contact:**
Ms. Fara Warner, Staff Reporter

### TV Host, Inc
3935 Jonestown Road
Harrisburg, PA 17109, United States
***Tel:*** 1 717 657 1700
***Fax:*** 1 717 167 2921
**Contact:**
Mr. Frank Dillahey, President
Mr. David Stefanic, President / C.E.O.
Mr. Nicholas Hughes, V.P. Finances
**Year Established:** 1967

### Wireless International Magazine
1909 Ave G (Nat. Satellite Publishing, Inc)
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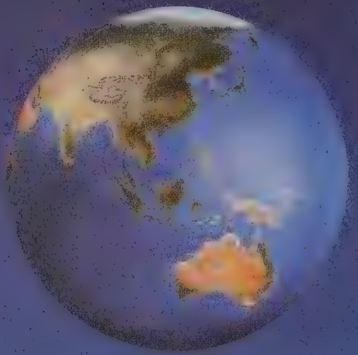

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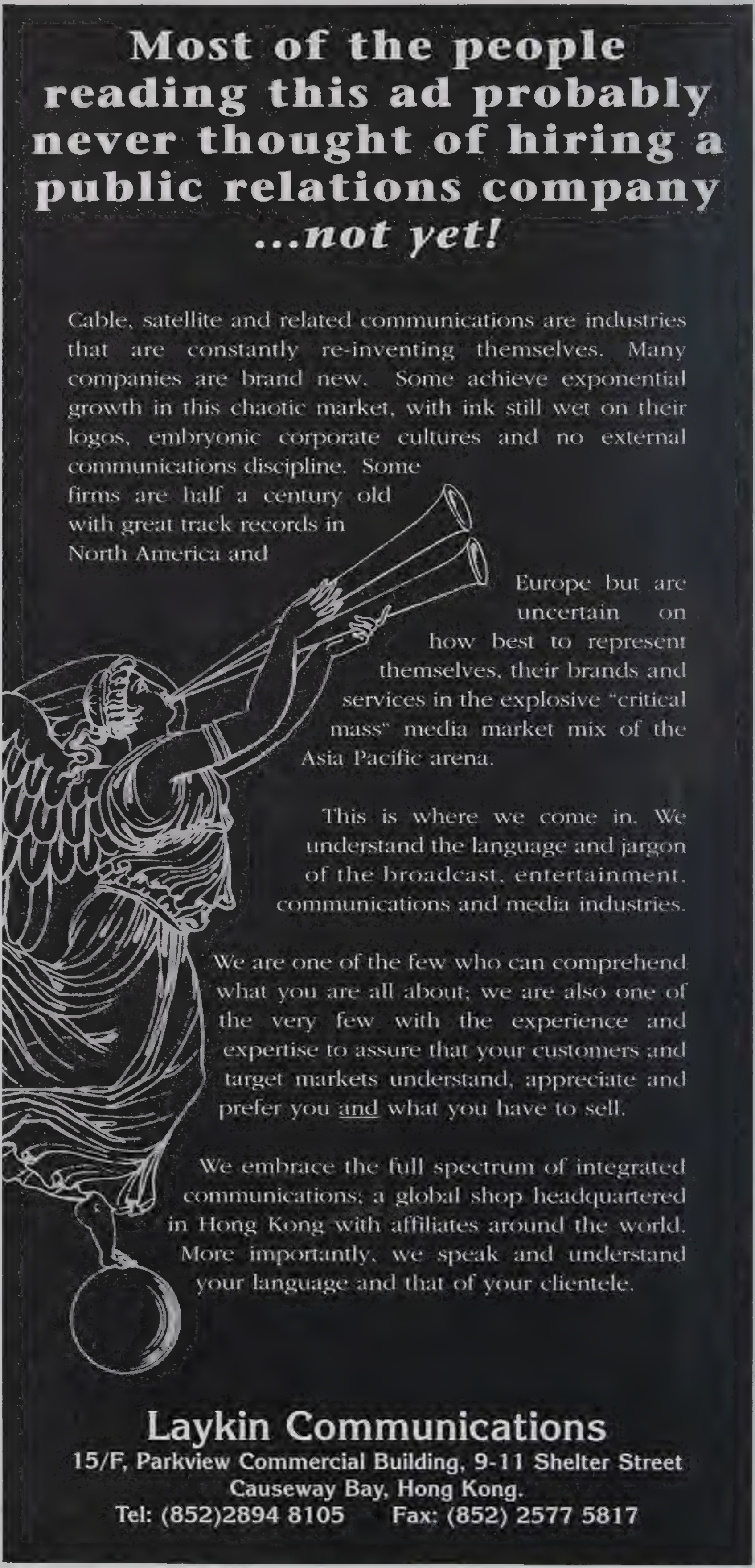

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*Fax:* 1 703 406 4202
**Contact:**
Ms. Jennifer Antrim, President
**Year Established:** 1993

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*Fax:* 1 408 294 0355
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**CNK Telecommunications Services Ltd**
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Mr. Wai Tat, Victor Leung, Manager

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Causeway Bay, Hong Kong
*Tel:* 852 2599 2222
*Fax:* 852 2599 2200
**Contact:**
Mr. Gerry O'Rourke, Strategic Business
Mr. Matthew Comyns, Account Executive
Mr. Mark Duff, Manager-Asia Pacific
**PremiumChannels:** Yes
**Satellites & Transponders:**
Satellite News Data
**Year Established:** 1979

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Aberdeen, Hong Kong
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Four Research Way, Princeton
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**Contact:**
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*Fax:* 852 2577 5817
**Contact:**
Mr. Joel B Laykin, President
**Year Established:** 1984

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London W1P 9LA, United Kingdom
*Tel:* 44 171 573 4580
*Fax:* 44 171 636 2703
**Contact:**
Mr. Paul Kempton, Director
Mr. Chris Quinlan, Director
Mr. Robin Barty-King, Programme Manager

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Taman Tun Dr Ismail
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*Fax:* 60 3 717 6097
**Contact:**
Mr. Raymond Chew, C.E.O.
Ms. Jenny Yan, G.M., Sales & Marketing
Mr. Joon-Siew Tan, C.O.O.
**Year Established:** 1986

**Steve Leech Media Ltd.**
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1 Lockhart Road, Wanchai, Hong Kong
*Tel:* 852 2528 9121
*Fax:* 852 2528 3260
**Contact:**
Mr. Ronan Gardiner, Group Sales Director
**Asia Address:**
7500A Beach Road, #09-310 The Pla
Singapore 0719

**Warner / Chappell Music, H.K. Ltd.**
Units 905-6, Lippo Sun Plaza
28 Canton Road, T.S.T., Kowloon Hong Kong
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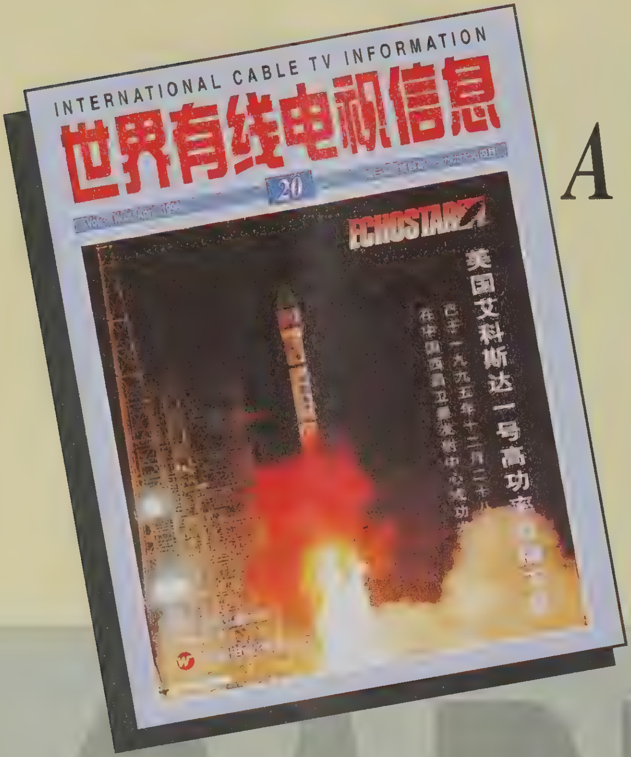

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International Cable TV Information has the direct support from China's Ministry of Radio, Film & TV and is a publication in Chinese with an English section. It provides broadcasting management agencies, cable TV stations, manufacturers and engineering companies in China with the latest information on cable TV and satellite technology. Published monthly

CABLE TV

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ASIA BUSINESS NEWS

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Australia is one of the most economically developed countries in the Asia Pacific area, with the top 40 per cent of the population having an average GDP of more than $20,000 and the national average close to $17,000. Since its earliest days Australia's media has enjoyed a robust media, first in print and latterly in cinema and broadcasting. In the figures of Rupert Murdoch and Kerry Packer Australia has bred two of the world's best-known media moguls who have helped to spread the national identity to an extent far greater than a country with a population of little move than 18 million people would ever expect.

| COUNTRY | AUSTRALIA |
|---|---|
| Official Name | Australia |
| Total Area (Sq, Km) | 7,686,850 |
| Population | 18,322,231 |
| Capital City | Canberra |
| Currency | Australian Dollar (A$) |
| Exchange Rate 7/96 to USD$ | 1.259 |
| Languages | English, Native Languages |
| Ethnic Divisions | 95% Caucasians 4% Asian 1% Aboriginal Tribes & Others |
| Religion | 26.1% Anglican 26% Roman Catholic 24.3% Other Christian |
| TV Penetration | 99% |
| VCR Penetration | 79% |
| Per Capita Income USD$ (Est) | $17,000 |
| Cinema Attendance | Age 14+ attend avg. 1.6 movies per month |
| Major TV Broadcasters | ABC, SBS, Seven Network, Nine Network, Network Ten |

Source: Nielsen SRG Media Index 1995

Latterly, in the field of television Australia's can do and will do reputation seems to have ebbed. For a nation where business has traditionally been a no holds barred and often bloody affair, Australia's entry into the world of cable, satellite and pay tv has been a curiously furtive one. A combination of the government's slow pace in setting up a licensing regime, the financial instability of prospective pay tv operators and some vicious internecine warfare has resulted in a strangely muted consumer response to the new media.

TV penetration reaches almost 100 percent into 83 per cent of Australian homes, with the figure for VCRs only a short way behind. Before the introduction of pay tv Australians had the choice between the state-run Australian Broadcast Corporation (ABC) channel, the Special Broadcasting Channel (SBS) for minority ethnic groups and special interest viewers, and the three national commercial networks Channels Seven, Nine and Ten. Seven and Nine generally take turns to be at the top of the ratings, getting an average share of 30 per cent, with 10 falling in behind with 20 per cent. ABC and SBS earn 14 per cent and three per cent audience share respectively. There are also more than 130 regional and urban terrestrial stations. Australia runs a 50 per cent minimum locally-made program content, and the success of its indigenous production industry has been manifested in healthy overseas sales of Australian-made programming.

| Population of Key TV Markets | People |
|---|---|
| **Metropolitan** | |
| Sydney | 3,799,000 |
| Melbourne | 3,500,000 |
| Brisbane | 2,095,000 |
| Adelaide | 1,240,000 |
| Perth | 1,339,000 |
| **Regional** | |
| NSW | 2,887,000 |
| Victoria | 1,046,000 |
| Tasmania | 475,000 |

Source: the network, The Ogilvy Company 1996

Australia officials delayed the implementation of government plans to introduce pay tv because of arguments over the level of foreign investment and the crash in 1993 of a satellite that would have carried some of the pay tv transponders. Then a bidding process for cable, satellite and multipoint distribution services (MDS) stalled when several bidders defaulted. Finally five operators were granted operating licences and in January 1995 satellite and MDS services were launched. Foreign ownership was limited to 35 per cent with individual holdings restricted to a maximum of 20 per cent.

Included in the licences have been conditions designed to protect the environment for the terrestrials, which have been incorporated in the Broadcasting Services Act. No new advertising-based terrestrials are to be permitted before 1997;

| Australia % Homes With | % |
|---|---|
| TV | 100 |
| 2 + TV's | 68 |
| VCR Homes | 83 |
| 2 + VCR's | 16 |

Source: Nielsen SRG Media Index 1995

| **Key Data — CINEMA** | |
|---|---|
| **Frequency of Visit 14+** | |
| Over 4 weeks | 1.6 Visits |
| Over 13 weeks | 2.79 Visits |
| **Gender Split** | |
| Male:Female | 46:54 |
| **Total Cinemas** | 537 (incl. 7 Drive-In) |
| **Total Screens** | 1,028 |
| **Total Seats** | 312,000 |

Source: the network, The Ogilvy Company 1996 1996

pay tv operators were also forbidden to carry commercials before this date. Even after this date pay operators will only be allowed to carry around half of the number of commercials as the terrestrials. TV takes around a third of the total advertising pie with the major metropolitan markets taking fourth-fifths of this amount.

The government also issued a list of sporting events that pay tv operators cannot acquire exclusively before 2004 at the earliest. Australian viewers are ardent sports fans and the value of sports tv was shown by the still-unresolved attempt to wrest control of Australian rugby league fixtures from the existing governing body by Murdoch's News Corporation that has already consumed millions of dollars. As a new event Murdoch's planned "Super League" was deemed to be outside the ban on sporting events going to pay tv.

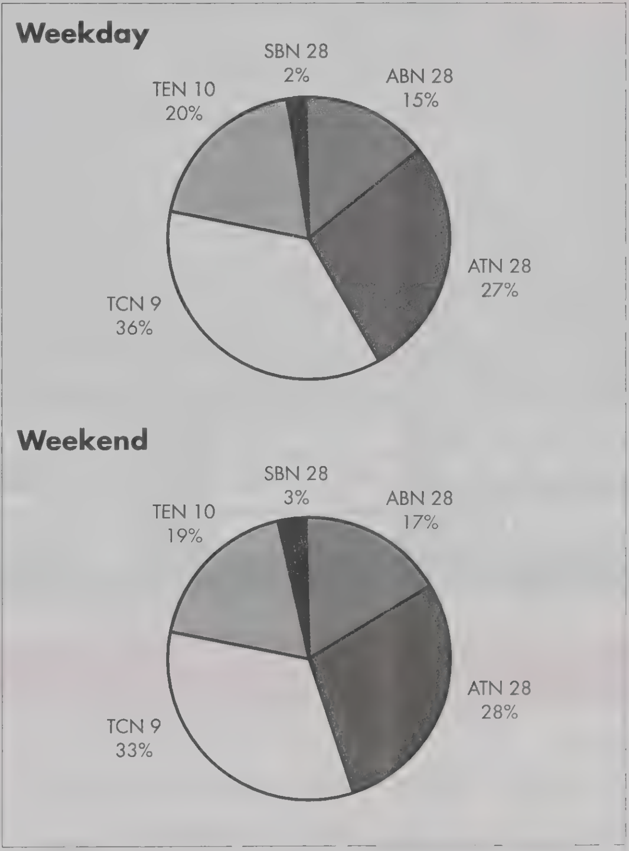
The result for pay tv has been a large shortfall between the projected figures for the take up of pay tv and the actual number of subscribers to date. No more than five per cent of households nationally are likely to subscribe by the end of 1996, growing to 20 per cent by 2001. Financial pressures are also likely to take their toll on the viability of pay tv. Channel Seven owns a small percentage of one of the pay tv operators Optus, but the former's management have already said it is wary of increasing that stake because of expectations of big losses ahead. Another company, Australis, is already floundering and in April 1996 was the subject of a $150 million rescue package that would have left the putative white knights with 20 per cent of the operator. An earlier plan for Australis to merge with Foxtel was blocked by the anti trust regulator, although observers there said Foxtel was looking for a way out of a 25-year-long contract worth $3.3 billion whereby it has access to Australis' movie rights.

One of the few changes in the environment favourable to the nascent pay tv sector has been in the field of movies. Free-to-air channels cannot show a movie until two years after its release date. They will first be carried on video, then pay tv and finally onto the terrestrials. Already the terrestrials have adjusted their schedules to deal with the smaller volume of movies they can show. Overall the terrestrials are expected to dominate audience share for some time to come.

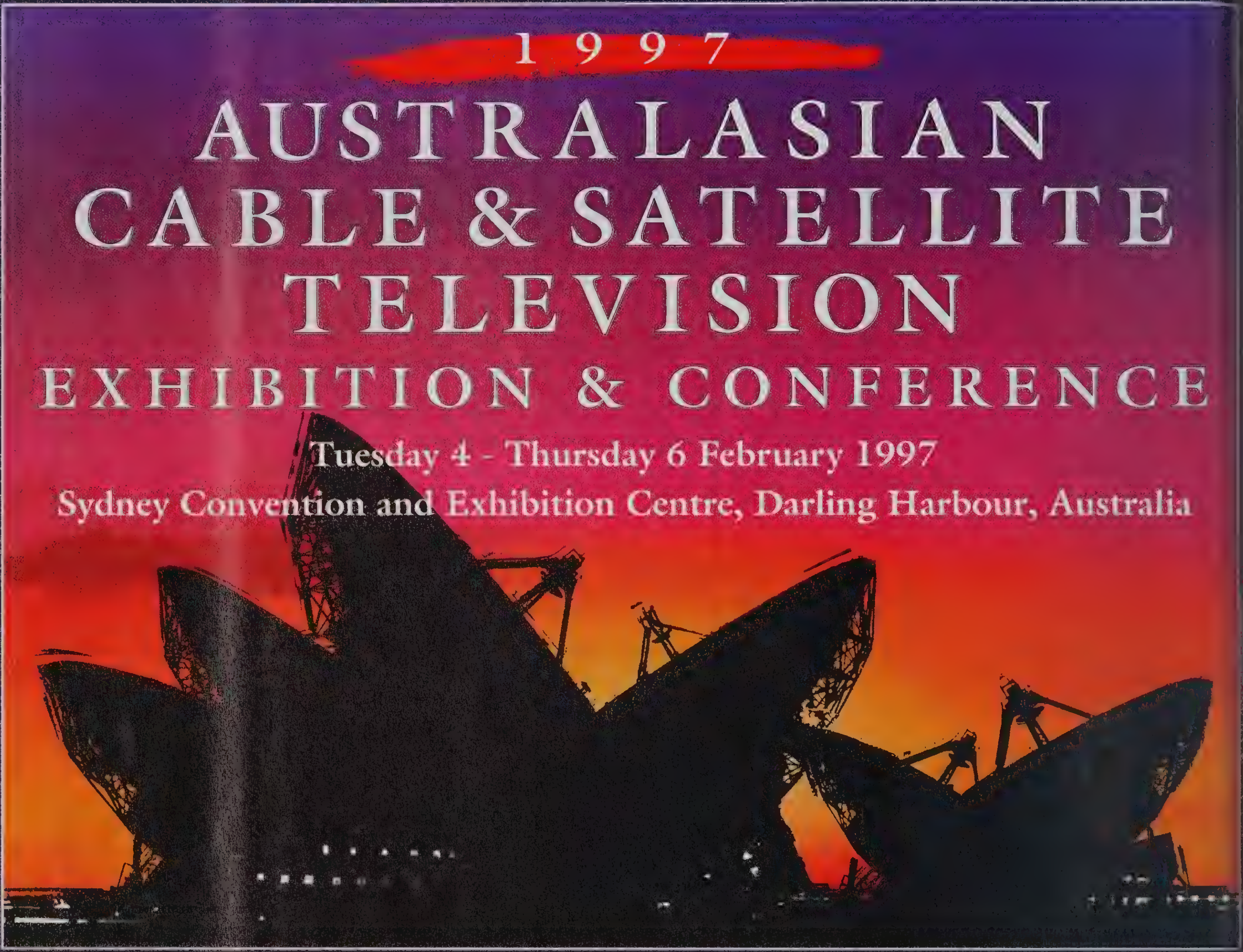
Australia has enjoyed an international reputation for quality from its movies in the last two decades and as a result of this cinema has retained its share of the national audience, although it remains to be seen if this will be sustained as pay tv becomes more popular in the coming years. The gender split runs fractionally in favour of women, although the difference is not great enough to use it to make decisions about cinema runs. There are nearly a third of a million seats, a figure that has risen in recent years with the growth of multiplex outlets.

The country's newspaper industry is known for its lively reporting style, although tightening business conditions, a drop in circulation and a falling away in advertising has seen the industry in something of a malaise in recent years. However it remains a favoured target for media buyers anxious to target selected audiences. The vastness of the country means newspapers are restricted to individual areas with the News Corporation-owned The Australian the only nationally-circulated newspaper.

**Channel Shares Sydney, Jan-Feb 1996 All Week, All Time Audience = Individuals 5+**



Source: Nielsen SRG



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FANSS is a non-profit broadcasting industry associations formed in 1992 and incorporated on January 11, 1993 under the Associations Incorporation Act 1984 (N.S.W).

For a short time the Association was known simply as the Federation of Australian Narrowcasting Services. On 6 October 1993, a formal change of name and rules were registered, following amendments to the Broadcasting Services Act 1992 allowing for the introduction of pay TV.

FANSS draws its membership from, and actively represents, three types of broadcaster:

- subscription broadcasting
- subscription narrowcasting
- open narrowcasting

These three categories of broadcast service are defined in the Broadcasting Services Act 1992. FANSS mendership encompasses both radio and television services.

Technology neutrality is a guiding principle embodied in FANSS' Rules of Association. For example, the Rules state that the Association represents subscription broadcasters "whether delivered by MDS, satellite, cable or any other means".

In summary, the object of the Association are to:

(a) develop Codes of Practice applicable to the broadcasting operations of subscription narrowcasters and open narrowcasters;
(b) undertake administration and periodic reviews of the Codes;
(c) represent the interests of members in dealings with government, other agencies and industry bodies;
(d) promote members' interests through educational, promotional and business development activities; and
(e) pursue such other objects as the members in General meeting may from time to time agree.

## INDUSTRY ASSOCIATIONS

**Australian Broadcasting Authority (ABA)**
PO Box Q500, Queen Victoria Building
Sydney NSW 2000, Australia
***Tel:*** 61 2 334 7700
***Fax:*** 61 2 334 7799

**Australia Film Commission (AFC)**
Level 4, 150 William Street
Woolloomooloo NSW 2011, GPO Box 3984
Sydney NSW 2001, Australia
***Tel:*** 61 2 321 6444
***Fax:*** 61 2 357 3737

**Australia Film Finance Corporation (FFC)**
**Head Office**
Level 12, 130 Elizabeth Street
Sydney NSW 2001, Australia
***Tel:*** 61 2 268 2555
***Fax:*** 61 2 264 8551

**Department of Communications and the Arts**
GPO Box 2154
Canberra City ACT 2601, Australia
***Tel:*** 61 6 279 1644
***Fax:*** 61 6 279 1688

**FANSS**
121 George Rd., Wilberforce
NSW 2756, Australia
***Tel:*** 61 45 75 1836
***Fax:*** 61 45 75 1784
**Contact:**
Mr. Mark McDonnell, President

**Media, Entertainment and Arts Alliance (MEAA)**
245 Chalmers Street, Redfern NSW 2016
Australia
***Tel:*** 61 2 333 0999
***Fax:*** 61 2 333 0933

**Video Industry Distributors Association (VIDA)**
2/F, 302 Pitt Street
Sydney, NSW 2000, Australia
***Tel:*** 61 2 264 3411
***Fax:*** 61 2 267 9581

## BROADCASTERS

**Australian Broadcasting Corporation (ABC)**
Ultimo Centre, 700 Harris Street
Ultimo NSW 2007, Australia
***Tel:*** 61 2 333 1500
***Fax:*** 61 2 333 5305

**Capital Television Holdings Ltd.**
Level 3 55 Harrington Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 247 9459
***Fax:*** 61 2 247 4723

**Golden West Network Pty Ltd.**
Roberts Crescent Bunburt
Western Australia, Australia
***Tel:*** 61 97 214 455
***Fax:*** 61 97 912 601

**Network Ten Ltd.**
44 Bay Street, Ultimo NSW 2007, Australia
***Tel:*** 61 2 844 1010
***Fax:*** 61 2 844 1364
**Contact:**
Mr. Peter Viner, C.E.O.

**Nine Network Australia**
24 Artarmon Road, Willoughby NSW 2068
Australia
***Tel:*** 61 2 9906 9999
***Fax:*** 61 2 9958 2279
**Contact:**
Mr. Bruce Gyngell, Chairman

**Prime Television**
Level 6, 1 Pacific Highway
North Sydney, NSW 2060, Australia
***Tel:*** 61 2 9967 7900
***Fax:*** 61 2 9967 7949
**Contact:**
Mr. George Brown, C.E.O.

**Seven Network Limited**
Level 14, 1 Pacific Highway
North Sydney, NSW 2060, Australia
***Tel:*** 61 2 9967 7777
***Fax:*** 61 2 9967 7770
**Contact:**
Mr. Bob Campbell, Managing Director

**SKY Broadcasters Pty Ltd.**
20-22 Wentworth Street, Parramatta, Sydney
NSW 2777, Australia
***Tel:*** 61 2 633 9333
***Fax:*** 61 2 633 9304
**Contact:**
Mr. Barrie Unsworth, G.M.
Mr. Max Carter, Chief Engineer
**Number of Subs:** 273,000
**Year Established:** 1925

**Special Broadcasting Service (SBS)**
14 Herbert Street, Artarmon NSW 2064
Australia
***Tel:*** 61 2 430 2828
***Fax:*** 61 2 430 3700
**Contact:**
Mr. Malcom Long, Managing Director

**Sunshine Television**
140-142 Horton Parade
Maroochydore QLD 4558, Australia
***Tel:*** 61 74 439 777
***Fax:*** 61 74 439 373

**Television Victoria Pty Ltd.**
P.O. Box 464, Ballarat VIC 3353, Australia
***Tel:*** 61 3 201 366
***Fax:*** 61 3 331 589

**Ten Queensland**
12 The Strand, Townsville QLD 4810, Australia
***Tel:*** 61 77 213 377
***Fax:*** 61 77 211 705

**Ten Victoria**
GLP Box 1837Q, Melbourne VIC 3001
Australia
***Tel:*** 61 3 243 2100
***Fax:*** 61 3 690 0937

**Win Television NSW Pty Ltd.**
Television Avenue, Mount St. Thomas
Wollongong NSW 2500, Australia
***Tel:*** 61 42 234 2100
***Fax:*** 61 42 273 682
**Contact:**
Mr. Kerry Kingston, G.M.

**Win Television Queensland**
Dean Street, Rockhampton QLD 4700, Australia
***Tel:*** 61 79 304 499
***Fax:*** 61 79 304 493

## CABLE / SATELLITE OPERATORS

**Access Cable TV (Northern Rivers)**
Suite 703, 84 Pitt Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 233 2637
***Fax:*** 61 2 233 3209

**Australis Media / Galaxy**
55 Pyrmont Bridge Road
Pyrmont NSW 2009, Australia
***Tel:*** 61 2 776 2355
***Fax:*** 61 2 776 2440

**Cable Television Services Pty. Ltd.**
Level 23, 135 King Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 235 2028
***Fax:*** 61 2 231 0225

**CFM Television Pty Ltd.**
398 Newcastle Street, West Perth, Perth
WA 6005 Australia
***Tel:*** 61 9 328 9255
***Fax:*** 61 9 328 5472
**Contact:**
Mr. Ross McDonald, Managing Director
Mr. Robert Lebreton, Technical Director
**MMDS**
**Number of Subs:** 20,000
**Monthly Charge:** A$45
**Premium Channels:** Yes

**Continental Century Pay TV Pty Ltd.**
Level 40 AMP Centre, 50 Bridge Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 223 8800
***Fax:*** 61 2 223 9808

**Foxtel**
Wharf 8, Pyrmont, NSW 2009, Australia

***Tel:*** 61 2 200 1000
***Fax:*** 61 2 200 1010

**Optus Vision**
Locked Bag 26, Chatswood 2067, Australia
***Tel:*** 61 2 775 9775
***Fax:*** 61 2 775 9855
**Contact:**
Mr. Geoffrey Cousins, Chief Executive Officer
Mr. Frank Anthony, Chief Operating Officer
Mr. Martin Crawford, Director, Marketing
**Monthly Charge:** A$40
**Premium Channels:** Yes
**Year Established:** 1995

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**Active Television**
Suite 5, 214 Bay Street
Brighton VIC 3186, Australia
***Tel:*** 61 3 596 8199
***Fax:*** 61 3 596 8128

**Australian Children's TV Foundation**
199 Grattan Street, Carlton 3053, Australia
***Tel:*** 61 3 348 1144
***Fax:*** 61 3 347 4194

**Beyond Distribution**
53-55 Brisbane Street, Surray Hills
Sydney NSW 2010, Australia
***Tel:*** 61 2 281 1266
***Fax:*** 61 2 281 1153

**Bimbimbi Films**
180 Victoria Street, Potts Point NSW 2011
Australia
***Tel:*** 61 2 357 1522
**Fax:** 61 2 357 1248

**Bondi Picture Company**
6 Dudley Street, Bondi NSW 2026, Australia
***Tel:*** 61 2 365 3200
***Fax:*** 61 2 365 0877

**Briad TV Film Productions**
Suite 3A, Briad House, 491-493 Elizabeth Street
Surry Hills NSW 2010, Australia
***Tel:*** 61 2 318 2727
***Fax:*** 61 2 310 1475

**Brilliant Films**
11/39 Rockely Rd., South Yarra VIC 3141
Australia
***Tel:*** 61 3 826 9682
***Fax:*** 61 3 827 7419

**Central Television Enterprises**
1st Floor, 50 Oxford Street, Paddington,
Sydney NSW 2021, Australia
***Tel***: 61 2 331 4611
***Fax:*** 61 2 331 4570

**Cinesound Movietone Productions**
19-25 Marsden Street, Camperdown,
Sydney NSW 2041, Australia
***Tel:*** 61 2 550 5488
***Fax:*** 61 2 519 1946

**Crest Entertainment Group**
512 Cleveland St., Sydney NSW 2010, Australia
***Tel:*** 61 2 696 6658
***Fax:*** 61 2 698 5402

**CVA Film & Television**
Rear Studio, 1141 Hay Street
West Perth WA 6005, Australia
***Tel:*** 61 9 481 6077
***Fax:*** 61 9 481 6107

**Discovery International**
PO Box 550, Malvern VIC 3144, Australia
***Tel:*** 61 3 9563 9344
***Fax***: 61 3 9563 9885

**Electric Shadow Motion Pictures**
Suite 44, 6 Francis Road
Sydney NSW 2064, Australia
***Tel:*** 61 2 419 6759
***Fax:*** 61 2 439 2157

**Film Art Doco Pty Ltd.**
PO Box 1312, Collingwood VIC 3066, Australia
***Tel:*** 61 3 9376 6881
***Fax:*** 61 3 9417 7336

**Film Australia**
101 Eton Road, Lindfield NSW 2070, Australia
***Tel:*** 61 2 413 8777
***Fax:*** 61 2 416 5672

**Fremantle International Production**
PO Box 130, St Leonards NSW 2065, Australia
***Tel:*** 61 2 438 3377
***Fax:*** 61 2 439 1827

**Grundy Television Pty. Ltd.**
448 Pacific Highway
Artarmon NSW 2064, Australia
***Tel:*** 61 2 428 0666
***Fax:*** 61 2 428 4887

**Hips Film & Video Production**
1/F 257 Coventry Street
South Melbourne 3205, Australia
***Tel:*** 61 3 9699 9427
***Fax:*** 61 3 9699 9392

**Kaleidoscope Productions**
22 Hewlett Street
Waverley NSW 2024, Australia
***Tel:*** 61 2 387 7117
***Fax:*** 61 2 387 7156

**Latent Image Productions**
82 Glenmore Road
Paddington NSW 2021, Australia
***Tel***: 61 3 331 4155
***Fax:*** 61 3 331 4135

**M.C. Stuart & Associates Pty Ltd.**
88 Highett St, Richmond VIC 3121, Australia
***Tel:*** 61 3 9429 8666
***Fax:*** 61 3 9429 1839

**MCA TV**
Universal House, 23 Pelican Street
Sydney NSW 2000, Australia
***Tel:*** 61 2 267 9844
***Fax:*** 61 2 264 1742

**Media Arts TV Pty Ltd.**
PO Box 2010
Richmond South VIC 3121, Australia
***Tel:*** 61 3 428 9099
***Fax:*** 61 3 428 9032

**Moving Targets**
14/41 Broughton Road
Artarmon NSW 2064, Australia
***Tel:*** 61 2 413 3932
***Fax:*** 61 2 413 3931

**Oracle Pictures**
Suite D, Level 2, 15-19 Boundary Street
Ruscutters Bay NSW 2011, Australia
***Tel:*** 61 2 361 4855
***Fax:*** 61 2 361 4592

**Pro Television**
Level Two, 486 Pacific Highway
St. Leonards NSW 2065, Australia
***Tel:*** 61 2 438 3377
***Fax:*** 61 2 439 1827

**Quantum Films**
16/F Prime House, 10 Queen's Road
Melbourne VIC 3004, Australia
***Tel:*** 61 3 867 1644
***Fax:*** 61 3 820 0707

**Really Really Big Productions**
Suite 606 / 64 Kippax Street
Sydney NSW 2010 Australia
***Tel:*** 61 2 212 3476
***Fax:*** 61 2 212 3472
**Contact:**
Mr. Philip Muscatello, Manager
Ms. Sandra Morrison, Manager
**Radio:** Yes
**Year Established:** 1988

**River City Films**
26B Jainba Street
Indooroopilly QLD 4068, Australia
***Tel:*** 61 7 878 3443
***Fax:*** 61 7 378 0006

**Santhana Films Pty Ltd**
Unit Three, 20 Kent Ave.
Brighton VIC 3186, Australia
***Tel:*** 61 3 596 1882
***Fax:*** 61 3 596 2670

**Screenplays International Pty. Ltd.**
7 Russell Crescent
Westleigh NSW 2120, Australia
***Tel:*** 61 2 481 0474
***Fax:*** 61 2 954 1585

**Sky Channel Pty Ltd.**
2/81 Frenchs Forest Road, French Forest,
Sydney, NSW2086, Australia
**Contact:**

Mr. David Dodds, Managing Director
**Year Established**: 1986

**Soloman International Enterprises**
Level 29 The Chifley Tower, 2 Chifley Square,
Sydney NSW 2000, Australia
*Tel:* 61 2 375 2203
*Fax:* 61 2 375 2195
**Contact:**
Mr. Tony Cornish

**Telepix Pty Ltd.**
155 Alexander St
Crows Nest NSW 2065, Australia
*Tel:* 61 2 439 7377
*Fax:* 61 2 436 1035

**Total Film & TV Pty Ltd.**
119 Evans Street, Rozelle NSW 2039, Australia
*Tel:* 61 2 555 9466
*Fax:* 61 2 555 7979

**Turner International Australia Pty Ltd**
111 Pacific Hwy., AGL Building, 22/F
P.O. Box 1808, North Sydney, NSW 2059
Australia
*Tel:* 61 2 9900 3111
*Fax:* 61 2 9957 5161
**Contact:**
Mr. Tony Manton, Managing Director

**Video Vision Communications**
20 Henry Street, Abbotsford VIC 3067, Australia
*Tel:* 61 3 419 8199
*Fax:* 61 3 419 6714

## EQUIPMENT SUPPLIERS

**Avid Technology (Australia) Pty**
Level 1, 115 Epping Road
Lans Cove NSW 2066, Australia
*Tel:* 61 2 9937 1800
*Fax:* 61 2 9937 1888

**BTS Broadcast Television Systems**
Philips Scientific & Industrial, PO Box 119
34 Waterloo Road, North Ryde NSW 2113
Australia
*Tel:* 61 2 888 6222
*Fax*: 61 2 887 3052

**Hewlett Packard (Australia) Ltd.**
31-41 Joseph Street
Blackburn VIC 3130, Australia
*Tel:* 61 3 272 2895
*Fax:* 61 3 898 7831

**IRT Electronics Pty Ltd.**
26 Hotham Parade
Artarmon NSW 2064, Australia
*Tel:* 61 2 439 3744
*Fax:* 61 2 439 7439
**Contact:**
Mr. Jeff Meyer

**Liebert Corp Australia**
PO Box 255, Regents Park, NSW 2143, Australia
*Tel:* 61 2 743 8555
*Fax:* 61 2 743 8737

**Magna Systems & Engineering**
7 Gibbes Street, Chatswood NSW 2067
Australia
*Tel:* 61 2 417 1111
*Fax:* 61 2 417 2394

**Marconi Instruments (Pty) Ltd.**
Unit 1 38 South Street
Rydalmere NSW 2116, Australia
*Tel:* 61 2 638 0800
*Fax*: 61 2 638 3131

**Motorola Australia Pty Ltd.**
**Multimedia Group**
Level 9, Tower B, 799 Pacific Highway
Chatswood NSW 2067, Australia
*Tel:* 61 2 411 2177
*Fax:* 61 2 411 2298
*email:* FSGA1788@email.mot.com
**Contact:**
Mr. Gary Garrity, V.P. & G.M.
**Telephony & Data**

**Paul Budde Communication**
PO Box 2643 Bucketty MSW225, Australia
*Tel:* 61 49 988 144
*Fax:* 61 49 988 247
**Contact:**
Mr. Paul Budde, C.E.O
**Year Established:** 1978

**Sony Australia Pty Ltd.**
4 Rushdale Street, Scoresby 3179, Australia
*Tel:* 61 3 763 0177
*Fax:* 61 3 763 0677

**Syntec International Pty Ltd.**
60 Gibbes St. Chatswood NSW 2067, Australia
*Tel:* 61 2 417 4700
*Fax*: 61 2 417 6136

**Techtel Pty Ltd.**
Unit Two, 49 Hotham Parade
Artarmon NSW 2064, Australia
*Tel:* 61 2 9906 1488
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## MEDIA SERVICES

### RESEARCH

**AGB McNair**
168 Walker St., North Sydney
NSW 2026, Australia
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**AGB McNair**
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Melbourne, Victoria 3004, Australia
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*Fax:* 61 3 9207 3999
**Contact:**
Ms. Prue Reinecke

**AIM Data**
5 Young St., Neutral Bay, NSW 2089, Australia
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*Fax:* 61 2 9953 2452
**Contact:**
Mr. Ian Gow

**Marketing Insights**
14 Rodborough Rd.,Frenchs Forest, NSW 2086
Australia
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*Fax:* 61 2 452 2989
**Contact:**
Mr. Ross Dickinson

**MRL Agriculture**
14 Rodborourgh Rd.,
Frenchs Forest, NSW 2086, Australia
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*Fax:* 61 2 452 2989
**Contact:**
Mr. Craig Turner

**Nielsen Australia**
85 Epping Rd., North Ryde, NSW 2113
Australia
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*Fax:* 61 2 9978 3222
**Contact:**
Mr. William Pulver

**Nielsen SRG**
3/F, 14 Rodborough Rd.,
Frenchs Forest, NSW 2086, Australia
*Tel:* 61 2 9975 2077
*Fax:* 61 2 9975 2150
**Contact:**
Mr. Bruce Randle

**Reark Research**
Level 3, 225 Miller St.,
North Sydney NSW 2060, Australia
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**Contact:**
Mr. David Steward-Hunter

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www.webhk.com

# 1997/98 ASIA CABLE & SATELLITE DIRECTORY

## Advertisement Booking

To: Ms. Bonnie Ho Date:

**ADVERTISER:**

Contact:

Title:

Telephone: Fax: E-mail address:

Name of Company:

Address:

City: Zip/Postal Code: Country:

······································································

**Insertion details:**

☐ **Top Billing Sponsorship Package** - 1 page ad + 1 page editorial (US$5,500) US$

☐ **Premier Sponsorship Package**

Size: Position:

☐ B & W ☐ 2 colour ☐ 4 colour

☐ **Run of Page** US$

☐ full page ☐ 1/2 page vertical ☐ 1/2 page horizontal ☐ 1/4 page

☐ B & W ☐ 2 colour ☐ 4 colour

☐ **Spotlight List Enhancement** (US$400) US$

☐ **Other:** US$

Total Cost US$

**TOTAL DUE** **US$**

Special Instructions:

**Agreed & Accepted:**

**Signature** **please print name**

**Please fax or post to**

**Cornerstone Associates Limited**
11/F Allied Capital Resources Building, 32-38 Ice House Street, Central, Hong Kong
Tel: 852 2537 7377 Fax: 852 2521 3999

# NOTES

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With a population of just over three and a half million, New Zealand is never going to have the potential to make media industry mouths water like China and Indonesia. But unlike these two countries, and many others in the Pacific Rim, television, be it terrestrial or pay, is already a money spinner.

A combination of a per capita income of $15,000 a year, a well-developed infrastructure and crucially a government that has thrown the industry open to non-Kiwi interests, have been crucial in making New Zealand one of the big little success stories of the 1990s within electronic media circles.

| COUNTRY | NEW ZEALAND |
|---|---|
| Official Name | New Zealand |
| Total Area (Sq, Km) | 268,680 |
| Population | 3,407,277 |
| Capital City | Wellington |
| Currency | New Zealand Dollar (NZ$) |
| Exchange Rate 7/96 to USD$ | 1.454 |
| Languages | English (Official) Maori |
| Ethnic Divisions | 88% European 8.9% Maori 2.9% Pacific Island & Others |
| Religion | 24% Anglican 18% Presbyterian 15% Roman Catholic 5% Baptist & Other |
| TV Penetration | 96% |
| VCR Penetration | 80% |
| Per Capita Income USD$ (Est) | $15,000 |
| Major TV Broadcasters | TVNZ, TV3, CTV, Sky Network |

Source: Nielson SRG Media Index 1995

Television New Zealand, the state-run broadcaster, is the dominant force within the media in the country. Its two channels, the highbrow TV1 and the more populist TV2 take around 82 per cent of channel shares. It also owns the Asia-Pacific area's two leading production companies, Avalon and South Pacific Pictures and until last year it held nearly 30 per cent of Singapore-based regional satellite channel Asia Business News (ABN). TVNZ also holds a stake in Pacific Islands Television and has a quarter of the equity in New Zealand's second-largest telecommunications company, Clear Communications. Another measure of its commercial acumen is to hive off its news and current affairs division into a separate business which sells product back to TVNZ. The corporation is also taking a lead in setting up regional television channels up and down the country.

|  | % SHARE |
|---|---|
|  | mon-sun |
| TV1 | 37.9 |
| TV2 | 33.3 |
| TV3 | 21.4 |
| SKY | 7.3 |
| **total** | 100 |

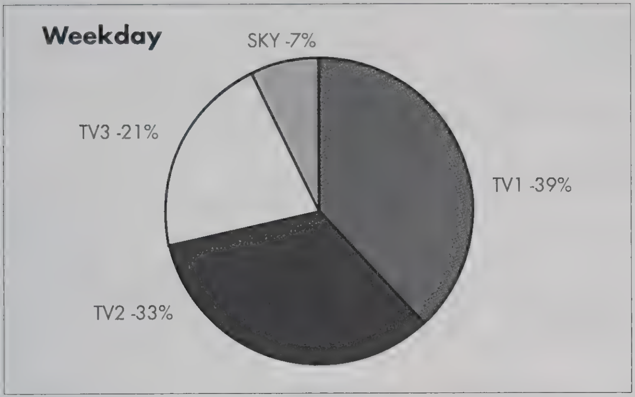
TV3 won the right to become New Zealand's first commercial broadcaster in 1987, but three years later it went into receivership and had to be bailed out by Australian bank Westpac and Canadian broadcaster CanWest Global. By 1993 it was back in profit after some major surgery.

The government's decision in 1991 to allow foreign investment in broadcast outlets to rise from 15 per cent to 100 per cent allowed the Sky Network to sell 51 per cent of the operation to an US consortium that included Time Warner and Bell Ameritech. These two still hold a stake in Sky, but the shareholder base has been expanded to include TCI, Bell Atlantic and TVNZ. Sky's five-channel service currently has 200,000 subscribers with 800,000 of New Zealand's homes passed. A measure of Sky's sense of well-being since the dark days of 1990 is the fact that it recently signed a deal to televise the first run rights of games played by the country's rugby union team, the All Blacks, a major coup given the fanatical devotion to the game in New Zealand.

Cable tv is beginning to plant roots in New Zealand, although the number of subscribers is only a small percentage of Sky's. The bulk of the eight operators can number their customers in the hundreds but Saturn Communications which started life as Kiwi Cable has 1,500 customers. It is jointly owned by United International Holdings (UIH) and Todd Communications. Saturn carries New Zealand's three terrestrials, local channels that act as community bulletin boards, as well as ABN, CNN International, Country Music Television and TNT & Cartoon Network. Saturn is currently rolling out a plan to cable homes around the national capital Wellington which when completed in 1998 will boost the channel package to 30. The company's plans also include a longer term strategy to build operations centred around urban areas like New Zealand's largest city Auckland, Christchurch and Dunedin.

Saturn could soon be facing competition from New Zealand Telecom. Ironically the deregulation drive by the New Zealand government has allowed Saturn to offer telephony and for Telecom to become a cable operator. The 1989 Broadcasting Act permits any company that can show it intends to wire a minimum of 1,000 customers can apply for an operator's licence to provide cable tv and telephony if it wishes. So far Telecom's cable ambitions have rested on two 18-month trials using a fibre optic cable to 600 homes in Auckland. Interestingly Telecom has added five of its own home grown channels to the trial aimed at women, teenagers, children and two community services offering news and health programs. Telecom is also looking to expand its cable operations to New Zealand's other major cities like Hamilton and Christchurch.

## Channel Shares NEW ZEALAND



Source: Nielson SRG

TVNZ is also convinced that pay tv will make a dent on its profitability and is trying to boost its stake in Sky from 16 per cent to at least double that. Media observers forecast a strategic alliance could take shape before 1997 between TVNZ and Sky through the former's experience marketing programs and through its extensive library. Another scenario suggests that the new generation of cable companies like Saturn and Telecom will cut deals with the state broadcaster to distribute TVNZ's new wave of regional channels orchestrated by its subsidiary, Horizon Pacific TV.

Despite this burgeoning growth in television, the medium's share of the ad spend nationally is a little more than a third, compared to a 50-50 split in many Asia-Pacific countries. Some of this can be attributed to the fact the average Kiwi spends less than two hours a day in front of the television. Despite the success internationally of movies like the Oscar-winning The Piano which was shot in the country, New Zealand cinema has not made the same impact relatively as its neighbouring industry across the Tasman Sea in Australia. The small population and the tendency for talent to migrate to larger markets dictates against New Zealand cinema achieving a higher profile internationally, although the individual movies like Warriors frequently win plaudits.

The relative lack of time spent watching television has allowed the newspaper and magazine sectors to remain strong and vibrant with more than two-thirds of New Zealanders claiming to have read a newspaper every day. The country's relative isolation means that many magazines are printed only for the New Zealand market, with special interest titles on topics like outdoor pursuits, sports and women's interests particularly popular.

Judged purely on size, New Zealand is never going to be a large market. Yet conversely the government's easing of the regulatory regime has made it one of the most attractive destinations in the Asia Pacific region for overseas program providers, equipment suppliers and systems designers. With no about face in this policy likely, New Zealand will continue to open up its media industry to overseas interests.

## ASSOCIATIONS

**International Television Association**
The Terrace, PO Box 10092, Wellington,
New Zealand
***Tel:*** 64 4 892 290

## BROADCASTERS

**Canterbury Television Ltd. (CTV)**
202 Gloucester Street
Christchurch, New Zealand
***Tel:*** 64 3 365 5505
***Fax:*** 64 3 365 5773
**Contact:**
Ms. Joanna McMenamin, Managing Director

**TV3 Network Services Limited**
Flower Street, Eden Terrace, Auckland
***Tel:*** 64 9 377 9730
***Fax:*** 64 9 366 5949
**Contact:**
Mr. Ken Clark, President

**Television New Zealand**
1100 Victoria Street West, Box 3819 Auckland,
New Zealand
**Other Address:**
7/F Television Centre, 100 Victoria St. West
Auckland, New Zealand
***Tel:*** 64 9 377 0630
***Fax:*** 64 9 375 0970
**Contact:**
Mr. Norman Geary, Chairman

## SATELLITE BROADCASTER

**Sky Network Television Ltd.**
10 Panorama Rd., Mt. Wellington
Auckland, New Zealand
***Tel:*** 64 9 579 9999
***Fax:*** 64 9 579 0910

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**Communicado**
68 Sale Street, PO Box 5779
Auckland, New Zealand
***Tel:*** 64 9 379 3734
***Fax:*** 64 9 307 8885

**Entertainment Consultants Ltd.**
554 Remuera Road, Auckland, New Zealand
***Tel:*** 64 9 520 5369
***Fax:*** 64 9 524 9101

**Horizon Pacific Television**
PO Box 4049, Auckland, New Zealand
Tel: 64 9 377 9220
Fax: 64 9 377 9559
Contact:
Mr. Trevor Egerton, Chief Executive

**Maxwell Film & Television**
PO Box 47557 Ponsonby
Auckland, New Zealand
***Tel:*** 64 9 376 0162
***Fax:*** 64 9 378 8488

**Moving Picture**
165 Target Road
Glenfield, New Zealand
***Tel:*** 64 9 444 6694
***Fax:*** 64 9 444 6670
Contact:
Mr. Jeff Latch, General Manager

**N Z Film Commission**
PO Box 11546, Wellington New Zealand
***Tel:*** 64 4 385 9754
***Fax:*** 64 4 384 9719
**Contact:**
Mr. Richard Stewart
Ms. Kathleen Drum
**Year Established:** 1978

**Stephen Chu Production**
10/31 Meadowbank Road, Meadowbank
Auckland New Zealand
***Tel:*** 64 9 521 5139
***Fax:*** 64 9 620 8019
**Contact:**
Mr. Stephen Chu, Director/Producer

**South Pacific Pictures, Ltd**
P.O. Box 35656 Browns Bay
Auckland, New Zealand
***Tel:*** 64 9 444 3000
***Fax:*** 64 9 444 5900
**Contact:**
Mr. John Barnett, Managing Director

**TVNZ Natural History**
P.O.Box 474, Dunedin, New Zealand
***Tel:*** 64 3 479 9799
***Fax:*** 64 3 377 9559
**Contact:**
Mr. Micheal Stedman, Managing Director

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**BCL Broadcasting Communications Ltd**
P.O. Box 98, Wellington, New Zealand
***Tel:*** 64 4 382 6000
***Fax:*** 64 4 382 6066
**Contact:**
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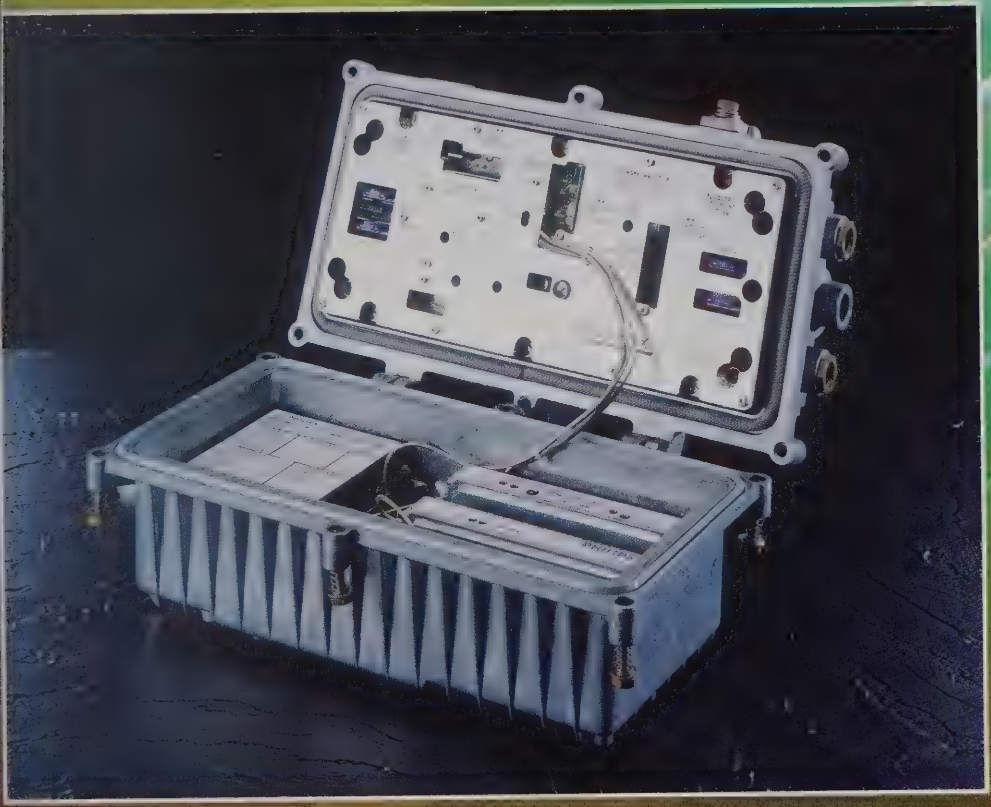
CAL

## Four-Port Diamond Net™ Optical Node Amplifier



### High-Performance, Four-Output Nodes Reduce Capital Investment and Improve System Reliability.

Ideal for trunking and distribution applications, the Diamond Net optical node amplifier (DNA) offers four active outputs. This capability allows you to reduce overall active count, resulting in lower capital investment as well as improved system reliability—which in turn reduces system operating costs and product life-cycle costs.

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China remains an enigma. The world's largest population should be the world's largest media market without question. Yet the country's transition of the last few years from a centrally-planned socialist economy, to a market-led one with socialist characteristics has thrown up a host of contradictions and strains both for overseas investors and for the Chinese themselves.

These difficulties are readily apparent in the media industry. Suppliers of programming, equipment and expertise are anxious to cut deals in a country with a population of 1.2 billion people. The process can be a long one, given the huge differences between western and Chinese business practices. Assuming a deal has been inked, overseas partners often find the difference between the theory and practice of doing business can be bewilderingly wide.

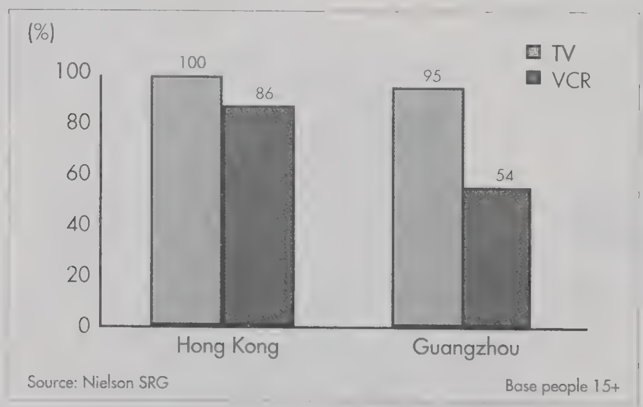
| COUNTRY | CHINA |
|---|---|
| Official Name | Peoples Republic of China |
| Total Area (Sq, Km) | 9,596,960 |
| Population | 1,203,097,268 |
| Capital City | Beijing |
| Currency | Reminbi (RMB) |
| Exchange Rate 7/96 to USD$ | 8.288 |
| Languages | Mandarin (Putonghua), Cantonese, Shanghainese, Minbei (Fuzhou), Minnan (Hokkien/Taiwanese), Xiang, Gan, Hakka |
| Ethnic Divisions | 91.9% Han Chinese, Zhuang, Uygar, Hui, Yi, Tibetian, Miao, Manchu, Mongol, Buyi, Korean 8.1% Other Ethnic Groups |
| Religion | Taoisim/Daoism, Buddhism, Muslim, *Christianity Note:* Official religion is atheism |
| TV Penetration | Beijing 96%<br>Shanghai 93%<br>Guangzhou - 85% |
| VCR Penetration | Beijing 39%<br>Shanghai 44%<br>Guangzhou29% |
| **Per Capita Income USD$ (Est)** | |
| Cinema Attendance | 5% attend each week |
| Video Viewing Habits | 8% watch each week |
| Major TV Broadcasters | CCTV, Beijing TV, Shanghai TV, Orient TV |

Source: Nielsen SRG Media Index 1995

Those who have cut deals in China have become all too aware of the uneven implementation by provincial and district officials of regulations made in Beijing. Or they have learned that clauses in a contract may not be regarded by the Chinese partners as binding them in the same way as a similar document would in the west. In the media field agencies trying to buy advertising time are still being made to pay double commissions by middlemen for no better reason than the fact they are *waiguoren* - foreigners - and even then there is no guarantee they will get the slot they have secured. China's potential remains vast, but there is much to trap even the most careful players doing business there.

The first China Central Television (CCTV) channel went on air in 1958 and during the 1960s and 1970s the state-run broadcaster was joined by regional and provincial terrestrials, as well as urban channels serving the major Chinese cities like the capital Beijing, Shanghai and Guangzhou. The vast distances the CCTV signals had to travel meant they were often relayed by satellite to dishes in villages, communes and work units, which then redistributed the signals through primitive cable systems, SMATV and MATV equipment.

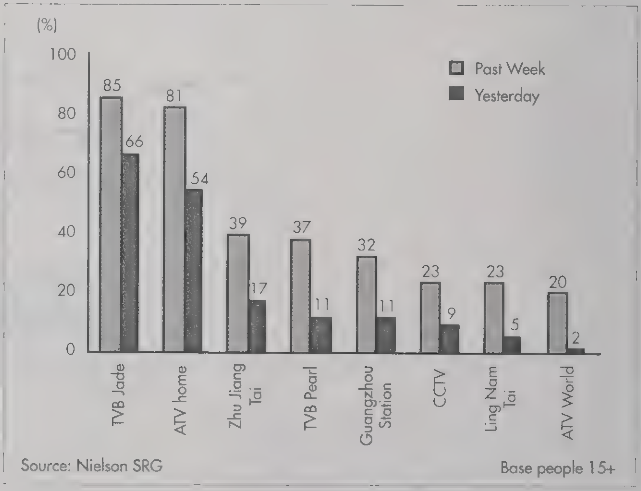
## TV & VCR Penetration



Source: Nielson SRG

Base people 15+

## TV Viewership GUANGZHOU



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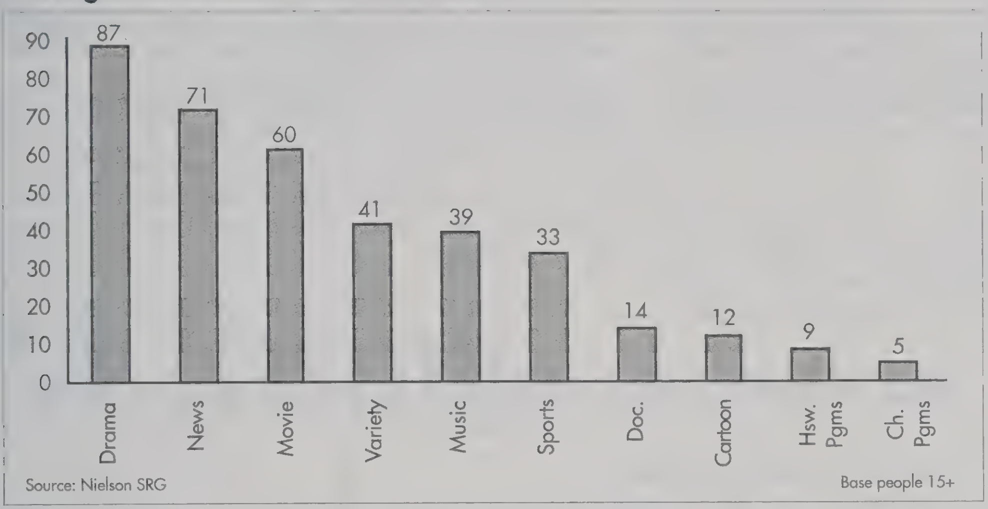
Base people 15+

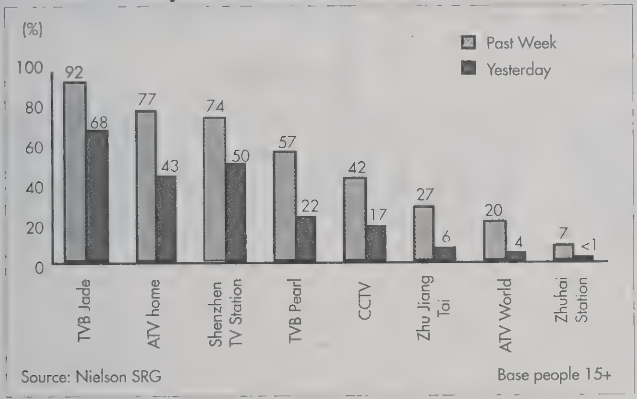
**TV Programme Performance GUANGZHOU**



Source: Nielson SRG

Base people 15+

**TV Viewership SHENZHEN**



Source: Nielson SRG

Base people 15+

Cable television itself did not become legalised until 1990 and it now has more than 30 million subscribers. The central government is now embarking on an ambitious infrastructure plan to build cable systems in all 23 provincial capitals by 1997, with the intention to cable up all of the provinces by the turn of the century. However because many systems have evolved from operations built to redistribute state broadcasting, they lack subscriber management systems. Often the figure for the amount of subscribers on a single system is equivalent to the number of homes passed because subscriptions are difficult to collect and once a home is wired for cable the signal is switched on. The systems carry channels from neighbouring provinces but do not have the mechanisms to return advertising or subscriber revenues to the program originator.

Nevertheless the Chinese government predicts that as many as 80 million households will be watching cable tv by the 21st century. It is expected that many of them will be watching through systems like those in the prosperous southern province of Guangdong that are being constructed to the same level of sophistication as those in any other part of Asia.

How much foreign participation will be allowed in these cable systems is open to question. Ownership is forbidden, although a couple of systems have stakes in them held overseas because of the uneven implementation of rules mentioned above. This has not stopped equipment suppliers and system designers from beating a path to China's door. Many of these are US telecommunications companies who admit privately it will be several years before they see a return on their investment, but that it is worth their effort to make themselves known to the Chinese and to be established in the market should conditions become easier.

Visitors to China do not have to spend too much time in the country before they see scores of rooftop satellite dishes - this is in spite of rules issued in early 1994 that forbade their use without a licence. Despite this de facto ban dishes continue to be sold freely with viewers tuning into Star TV's Mandarin-language services and entertainment-based free-to-air channels from Hong Kong and Taiwan. CCTV has even entered the market with a four-channel subscription service that went on-air in November 1995. In theory the service is a must-carry for the cable operators nationwide; but many have refused to comply with CCTV's overlord, the influential ministry of Radio, Film and Television (MTRFTV). It seems the larger, urban operators are being allowed to get away with their defiance, another example of how theory and practice can mean two different things in China.

Program deals have been made with Chinese television stations, in the same way Hollywood can now bring newly-released blockbusters in cinemas. Yet while the latter's popu-

**Video & Cinema CHINA**

| | Frequency | % |
|---|---|---|
| *Watch Video* | in past week | 8 |
| *Visit Cinema* | in past week | 5 |
| | in past month | 13 |
| | in past 3 months | 22 |
| | more than 3 months ago | 58 |

China = Shanghai + Beijing + Guangzhou

Source: Nielsen SRG Media Index 1995

larity can be proved by box office grosses that find their way back to the US, even CCTV blanches at the thought of paying more than what people in the west would consider more than a token fee. Chinese programmers also complain justifiably that the west has shown precious little interest in buying its products while clamouring to retail their own wares.

As an alternative, western companies have asked to barter programs in exchange for selling advertising time. This is not without its dangers since tv companies offered multi-tiered rate cards that left foreigners paying 35 per cent more for their airtime, although the practice may be on the wane. On the whole advertising time is cheap, but selling advertising with Chinese characteristics can baffle outsiders. A new trend this year has seen a provincial broadcaster auction a year's worth of airtime at once, with some slots quintupling in value as a result. With airtime limited, agencies and their clients are obliged to pay up, since tv enjoys a far greater impact than the somewhat turgid state-run newspapers.

The ruling Communist Party's concern at not losing control of the media may be delaying the liberalisation of the country's media, although old Asia hands will say they see little difference between China and the governments of neighbouring countries. The advanced negotiations for a European-led ratings system are evidence of the progress that has occurred in China. No one will argue that China is a long way off becoming the sort of market outsiders can easily do business in. However its potential makes it impossible to ignore.

**CHINA ADVERTISING EXPENDITURE** **Jan - June '95 Vs. '94**

| **YR-ON-YR % CHANGE BY MEDIUM** | **US$000s**<br>Q1-Q2, 1994 | Q1-Q2, 1994 | | % Change |
|---|---|---|---|---|
| Total | 294,069 | 406,773 | | 38 |
| Television | 181,738 | 284,186 | | 56 |
| Press | 112,333 | 122,587 | | 9 |
| **% DISTRIBUTION BY MEDIUM** | **US$000s**<br>Q1-Q2, 1994 | % Share | **US$000s**<br>Q1-Q2, 1994 | % Share |
| Total | 294,069 | 100 | 406,773 | 100 |
| Television | 181,736 | 62 | 284,188 | 70 |
| Press | 112,333 | 38 | 122,587 | 30 |

Beijing + Shanghai + Guangzhou

Source: Nielsen SRG

CCA
CHINA CABLE NETWORK
ASSOCIATION

---

# "A Rising Countrywide Television Network"

China Cable Network Association was formed in December 1991 by provincial and municipal cable TV stations. It is a country-wide cable television association under the direct instruction of China Broadcasting, Film & Television Bureau. The purpose of the Association is helping its members to exchange programmes and TV technology, to market commercial times, to jointly produce programs and train professionals etc.

For the past several years, with the rapid development of cable television business, the Association is keeping enlarging and by the end of 1995, the Association has over 120 members, covering about 28 provinces, cities, autonomous regions, totalling over 200 cities. Network audiences have reached over 2000 family units, about 100 million population, which is approximately 50% of city population. With this rapid development, cable television network is becoming a media with great potential. It is estimated that by the end of this century, network audiences will increase to 60 million family units, 300 million population, covering all the cities and towns in China.

Cable television enjoys the following advantages: more channels, more information, highly entertaining and highly servicable. With these features, cable television's watching rate is maintained at 40% or more. Since it is a pay TV, the rate is comparitively steady. For the time being, major cable television stations have set up movie channel, entertainment channel, sports channel, news channel, etc, and are considering opening music channel, family channel, shopping channel, and other news channels, so that TV audiences can have more choices while selecting their favorite programmes. In the future, with the set up of widened light-cable networks and the use of multi-media technology, cable TV networks will largely strengthen their informative functions and form the basic frame for the 21st century's information and is highway.

The development of cable TV is rapidly enhancing the charm of the television business. Cable TV is developing TV, the future of TV. Cable TV has an unlimited bright future.

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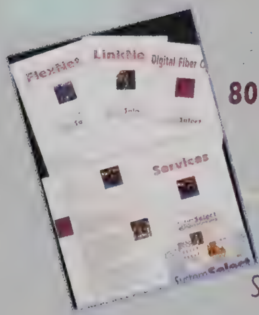

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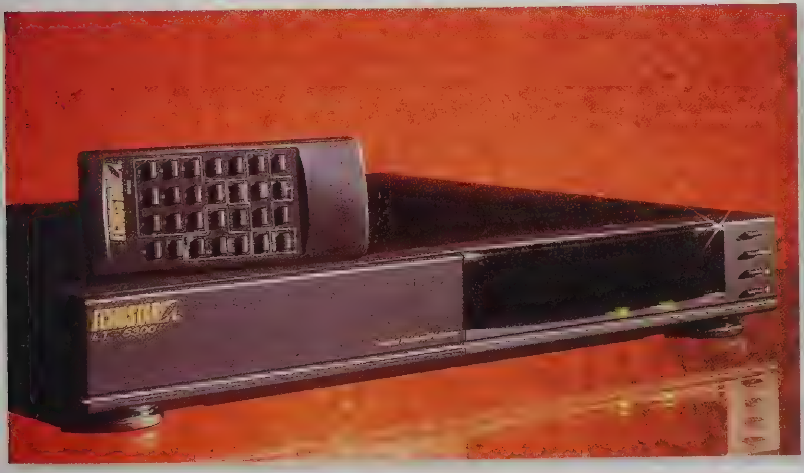

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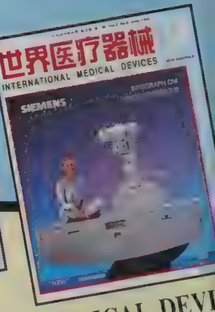

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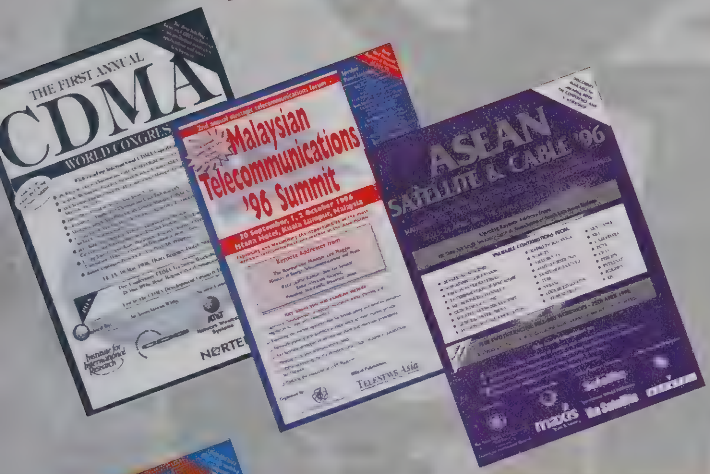
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*Counselors at Large represents multinational broadcasters and specializes in strategic planning and government relations in the Asia Pacific region. The firm advises its clients in executing one of the most sensitive and difficult of all business challenges - the successful transplanting of one business or political culture to another environment.*

# NOTES

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One issue permeates every aspect of Hong Kong at this point in time - the transfer of sovereignty from the United Kingdom to China on July 1st 1997. Every macro issue - politics, economics and the law, and every micro issue from the texts of schoolbooks to the design of postage stamps, is influenced by the handover.

| COUNTRY | HONG KONG |
|---|---|
| Official Name | Hong Kong |
| Total Area (Sq, Km) | 1,040 |
| Population | 6,265,000 |
| Currency | Hong Kong Dollar (HK$) |
| Exchange Rate 7/96 to USD$ | 7.741 |
| Languages | Cantonese, Mandarin, English |
| Ethnic Divisions | 95% Chinese 5% Other |
| Religion | Taoism/Daoism, Buddhism, Muslim, Christianity |
| TV Penetration | 100% |
| VCR Penetration | 88% |
| Per Capita Income USD$ (Est) | $15,380 |
| Cinema Attendance | 18% attend monthly |
| Video Viewing Habits | 23% watch weekly |
| Major TV Broadcasters | ATV, TVB |

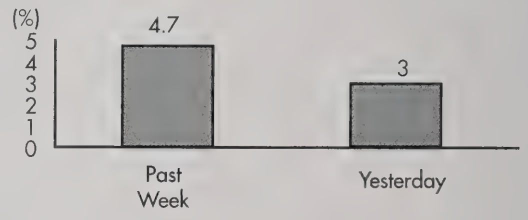
Naturally the media industry is no exception to the domination of the Hong Kong mind by the events of 1997. Broadcast, cable and satellite television; newspapers magazines and periodicals radio and the advertising industry face a number of challenges to the way they will be able to work, as well as a great deal of uncertainty.

Ironically, in the field of television, China and Hong Kong have been united for many years already. The territory's two terrestrials, Television Broadcasts (TVB) and Asia Television (ATV) not only reach Hong Kong's 1.6 million television homes, but also millions of viewers in the southern Chinese province of Guangdong. Sharing the same Chinese dialect, Cantonese, as Hong Kong, Guangdong viewers have been picking up TVB and ATV's signals through "accidental overspill." The practice is so entrenched that Guangdong cable operators often knock out TVB and ATV's advertisements and sell their own ad space. At the same time the two broadcasters carry ads for products that are not available in Hong Kong for their Chinese viewers.

The prospect of winning even more business in China after 1997 is encouraging for TVB and ATV who have reached saturation point with audiences at home. A consultants' report commissioned by TVB and ATV concluded the stations would lose between $51 million and $102 million in the next four years because of increased competition from the territory's Cable TV system that will be allowed to apply to the government to carry advertising from June. Additionally, the burgeoning number of satellite tv services and plans to allow two video-on-demand services in Hong Kong promise to make it a very competitive marketplace. TVB's complaints become even more significant given the fact they have 75 per cent of the tv ad spend which is worth more than half the Hong Kong total.

Yet there must be doubts about the impact Cable TV will make on the advertising spend, given its slow take-up rate among viewers since going on air in November 1993. A flawed roll out strategy, the reluctance of Hong Kong viewers to pay for television for the first time, and the speed of the construction of its fibre network have been among the factors that have hampered Cable TV's take up. Assuming the network is granted permission to carry advertising, it is unlikely its niche market approach will be attractive to mass market advertisers. However its aggressive strategy of buying exclusive rights to major sporting events could start to pay dividends with viewers faced with no coverage of programming they once expected from TVB and ATV.

**WHARF CABLE TV COVERAGE**



Base People: 9+

Source: the network, The Ogilvy Company 1996
Nielsen SRG

Cable TV was granted a de facto two-year extension to its monopoly licence by the government when it ruled that allowing competitors would undermine the network's business plan. Officials cited the cost of laying its fibre network as one of the main reasons behind their decision because they had practically insisted Cable TV build a state of the art signal carriage system in return for the licence. The move angered potential pay tv operators, including Hong Kong-based Star TV, although their protests were not as strong as might have been expected. At the same the government said no decision about allowing competition would be taken before the next pay tv review in mid-1998, which allows civil servants to gauge the mood of the Chinese before making any decisions about pay tv.

The administration has called for bids to run two video-on-demand (VoD) services. Hong Kong's telecommunications authority ruled VoD was a form of telephony and not television when it allowed Hongkong Telecom to carry out a VoD trial. However Telecom unexpectedly postponed its rollout of VoD for a year until July 1997, only months before the projected date, arguing it wanted to refine the technology it was using. So far no other parties have come forward with VoD plans of their own.

**Wharf Cable TV Channels**

*1* News 1
*2* News 2
*3* CNNI
*4* BBC World
*5* CNBC
*6* HBO
*7* International
*8* Sports
*9* ESPN
*10* Channel
*11* Preview
*12* YMC
*13* Women
*14* Children
*15* Horizon
*16* Movie

**Cable Cineplex Pay-Per-View-Channels**

*17* Hollywood Features
*18* HK Chinese Movies
*19* Adult Movies
*20* Family Movies

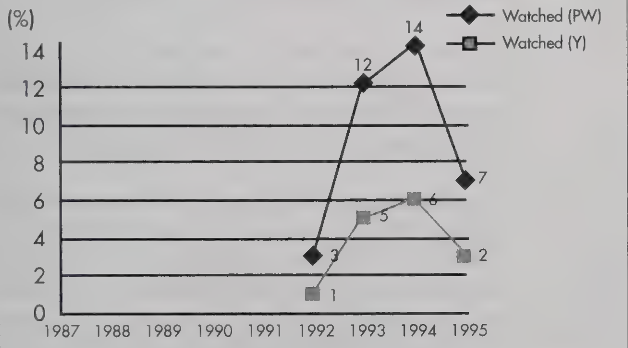
Source: the network, The Ogilvy Company 1996
Nielsen SRG

Hong Kong's hopes of being Asia's satellite hub are also under question as the handover approaches. While Singapore in particular has been proactive in attracting western satellite programmers with tax holidays and other incentives, the territory has stuck doggedly to its laissez-faire approach. In particular Hong Kong has repeatedly postponed plans to liberalise the satellite uplinking licence to permit companies from outside the territory from holding the majority stake. The tacit understanding is officials are reluctant to change policies before the Chinese assume control, in case they are at odds with Beijing's stance.

Much has been made of concern the local press is adopting a self-censoring approach to 1997. Yet the newspaper industry remains one of the most vibrant in the world with around 20 daily papers and a clutch of lively weekly magazines. There are also scores of specialist titles covering everything from sport, horse racing, women's and men's interests, entertainment and current affairs.

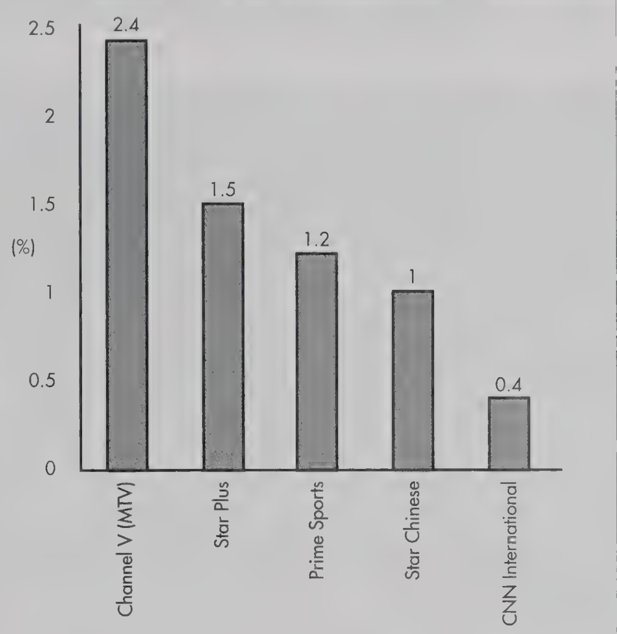
The newspaper cover price wars of late 1995 and early 1996 saw a few titles have to fold, but observers agreed their finances were in a parlous state already. They add that an indication of the buoyancy of the newspaper market is the fact that anti-Communist tycoon Jimmy Lai's first venture into newspaper publishing with Apple Daily has been such a hit with readers, and is now vying with the long-time market leader for the title of Hong Kong's top-selling daily.

## SATELLITE TV TRENDS



Source: the network, The Ogilvy Company 1996
Nielsen SRG

## SATELLITE TV CHANNEL Yesterday



Note: Figure of other Satellite Channels are not available
Base: People 9+

Source: the network, The Ogilvy Company 1996
Nielsen SRG

## Satellite TV Penetration

| Channels | Homes | Hotel Rooms |
|---|---|---|
| ABN | 1,635,000 | 38,000 |
| Australia TV | 76,000 | 11,000 |
| CTN | 6,000 | — |
| CNBC | 350,000 | 6,000 |
| Star TV | 397,000 | 21,000 |
| CNNI | 50,000 | 15,000 |

Source: the network, The Ogilvy Company 1996

Cinema audiences have slumped in the last decade, with the box office grosses for Hong Kong-made pictures falling against those of western releases which are close to gaining parity. It is a paradox that while Chinese language cinema, its actors and directors, are enjoying acclaim in the west, that the industry that spawned them is in the doldrums. In the field of outdoor advertising, Hong Kong has long enjoyed the reputation for mounting the largest neon signage in the world. Billboards, posters and mass transit advertising is perhaps the most refined in Asia.

Uncertainty about the post-1997 future will remain for some time to come. However there are those who believe that the pragmatism and enterprise of the Hong Kong people will safeguard the territory's reputation as Asia's most dynamic media centre well into the 21st century.

## Hong Kong - A Premier Teleport

Hong kong's role as a regional communication hub is reflected by the territory's importance as a regional business center. Of the 600 multinational companies that have their regional headquarters in Asia, nearly 500 are active in Hong Kong and have chosen Hong Kong as their communication hub, even if they do not have an office there.

| | TOTAL POP | ANY TV | SATELLITE TV | CABLE TV |
|---|---|---|---|---|
| **PEOPLE 9+ ('000)** | 5459<br>% | 5246<br>% | 173<br>% | 163<br>% |
| **SEX** | | | | |
| MALE | 51 | 51 | 56 | 49 |
| FEMALE | 49 | 49 | 44 | 51 |
| **RACE** | | | | |
| CHINESE | 97 | 51 | 56 | 49 |
| NON-CHINESE | 3 | 49 | 44 | 51 |
| **AGE** | | | | |
| 9-14 | 9 | 10 | 11 | 7 |
| 15-19 | 8 | 8 | 11 | 11 |
| 20-29 | 18 | 17 | 18 | 20 |
| 30-39 | 25 | 25 | 26 | 31 |
| 40-54 | 20 | 20 | 23 | 21 |
| 55+ | 20 | 20 | 11 | 10 |
| **MTHLY H/H INCOME** | | | | |
| UNDER 6,000 | 3 | 3 | 1 | 0 |
| $6,000 - 7,999 | 3 | 3 | 1 | 0 |
| $8,000 - 9,999 | 9 | 8 | 2 | 4 |
| $10,000 - 14,999 | 24 | 25 | 13 | 19 |
| $15,000 - 19,999 | 22 | 22 | 16 | 29 |
| $20,000 - 29,999 | 23 | 13 | 27 | 29 |
| $30,000+ | 16 | 16 | 40 | 19 |
| **OCCUPATION** | | | | |
| PROF/MGR/EXEC | 6 | 6 | 24 | 5 |
| TRADER/PROPRIETOR | 3 | 3 | 6 | 6 |
| OFFICE SKILLED | 13 | 12 | 13 | 14 |
| OFFICE UNSKILLED | 6 | 6 | 3 | 10 |
| FACTORY/SHOP SKILLED | 12 | 12 | 9 | 12 |
| FACTORY/SHOP UNSKILLED | 15 | 15 | 3 | 10 |
| STUDENT | 17 | 17 | 25 | 18 |
| HOUSEWIVES | 22 | 23 | 13 | 25 |
| RETIRED/UNEMPLOYED | 6 | 6 | 4 | 0 |

Source: the network, The Ogilvy Company 1996

### Video & Cinema HONG KONG

| | Frequency | % |
|---|---|---|
| *Watch Video* | rented in past week | 23 |
| | record once a week or more | 13 |
| | record once a month or more | 17 |
| *Visit Cinema* | in past week | 4 |
| | in past month | 18 |
| | in past 3 months | 39 |

Source: Nielsen SRG Media Index 1995

Hong kong is strategically located for access to satellite footprints of key local, regional and international satellite systems. This natural geographic advantage is backed up by one of Asia's largest satellite earth stations and commercial telelports. Owned and operated by Hong Kong Telecom, the teleport reaches satellites located in orbit over the Indian and Pacific Ocean regions, including hotbirds AsiaSat and Palapa.

The Stanley Earth Station ranks as the largest non-military telelport in Southeast Asia, with 17 dishes now in place. Already capable of providing voice and data telecommunications, television, INMARSAT and VSAT connectively, the teleport is expanding to provide access to the newest satellites being orbited over the Asia Pacific region.

A host of international broadcaster including Reuters TV, APTV, CETV, TV New Zealand, ESPN Asia, ABN, Turner Broadcasting's CNN and TNT/Cartoon, TVB International, and most recently NBC Asia, all use the Hong Kong teleport for their international television hub. In addition, Hong Kong has been the consistent broadcasting and rebroadcasting hub throughout Asia for the Olympic games.

Recent upgrades to the Stanley Earth station now provides access to TDRSS, the NASA satellite, ApStar-1, China's first wholy-owned commercial satellite,. as well as PAS-2, AsiaSat-1 & 2 and the Palapa C2 system.

The latest enhancement to the earth station is its access to PAS-4, giving accessibility to the Middle East and to India reaching its enormous and rapidly growing Indian satellite TV market.

This high-degree of technical excellence, coupled with a relatively unprohibited regulatory framework and economic foundation, make the territory the natural choice when selecting a regional communication hub. And, as demand grows, both Hong Kong and Hong Kong Telecom will continue to deliver the local, regional and international services that customers require.

# International TV

## *Your* **eye** *to the* **world**

Hongkong Telecom owns the largest and nost highly developed international broadcasting eleport in the region, offering transmission, reception and turnaround services to its customers in Asia, the Middle East, Europe, North America and many other parts of the world.

With its strategic geographical location and high degree of technological development, Hong Kong is able to reach not only the Pacific and Indian Ocean INTELSAT satellites, but many other regional satellite systems including AsiaSat, ApStar, Palapa, PanAmSat and TDRSS.

The teleport operates 17 antennas, including seven INTELSAT Standard A stations. Each satellite dish is capable of supporting full-time or occasional analogue and digital television services to ensure fail-safe communications.

With the region's best terrestrial fibre link, highly innovative telecommunications services and competitive pricing, Hong Kong remains the ideal broadcasting hub for the entire region.

For occasional TV bookings, please call our International TV Centre on (852) 2829 1452 or send us a fax on (852) 2829 1449.

For all other international TV service enquiries, please call (852) 2888 2848 or fax us on (852) 2962 5759.

**Hongkong Telecom**

*What can be* **imagined,** *can be* **achieved.**

## GOVERNMENT

### Hong Kong Television & Entertainment Licensing Authority
39/F Revenue Tower, Gloucester Road,
Wanchai, Hong Kong
***Tel:*** 852 2594 5883
***Fax***: 852 2507 2219

### Government Information Services
6/F Musray Bldg., Garden Road
Central, Hong Kong
***Tel:*** 852 2522 7662
***Fax***: 852 2537 1540

### Office of the Telecommunications Authority
25 & 29/F., Wu Chung House
213 Queen's Road,Wanchai, Hong Kong
***Tel:*** 852 2961 6709
***Fax:*** 852 2803 5113

## BROADCASTER

### ATV - Asia Television Limited
18/F, Causeway Bay Plaza 1
489 Hennessy Road, Causeway Bay, Hong Kong
***Tel:*** 852 2835 4888
***Fax:*** 852 2838 8657
**Contact:**
Mr. Vicent Lam, Senior Manager

### TVB - Television Broadcasts Limited
TV City, Clear Water Bay Road, Kowloon,
Hong Kong
***Tel:*** 852 719 4828
***Fax:*** 852 358 1325
**Contact:**
Mr. Herman Lau, Sales Manager
Mr. Yat Ming Fung, Programme Executive
Mr. Douglas George, Producer
Mr. Shin Keong Cheong, Controller
Ms. Sophia P.C. Chan, Deputy Controller

## SATELLITE BROADCASTERS

凤凰卫视

### Phoenix Satellite Television Co Ltd
9th/Fl. One, Harbourfront, 18 Tak Fung St,
HungHom, Hong Kong.
***Tel:*** 852 2621 9888
***Fax:*** 852 2621 9898
**Contact:**
Mr. Howard Ho, G.M.
**Satellite:** Yes
**Year Established:** 1996

*Phoenix Satellite Television Co. Ltd. is a joint - venture formed between STAR TV, Today's Asia Ltd and China Wire International Ltd. Downlinked from Asia Sat 1, Phoenix Chinese Channel is a Free to-air 24-hours Mandarin language entertainment channel with quality Chinese and foreign programming, including infotainment, sports, music, dramas, movies, and variety shows.*

### Star TV
8/F, One Harbourfront, 18 Tak Fung Street
Hunghom, Kowloon, Hong Kong
***Tel:*** 852 2621 8888
***Fax:*** 852 2621 8000
**Contact:**
Mr. Gary Davey, Chief Executive Officer
Mr. Guy Dunstan, General Manager
Mr. Bruce Churchill, Deputy C.E.O.
Ms. Saroj Sirkeck, Research Manager
Mr. Michael Richter, Head of Sports
Mr. David P. Ilagan, G. M. SE Asia
Mr. Christopher Venn, Manager - Broadcast
Ms. Bina Gupta, Sponsorship Manager
Mr. Sidney K Y Ho, Sales Manager, China
**Number of Subs:** 53 million
**Premium Channels:** Yes
**Basic:** Yes
**Satellites & Transponders:**
12 transponders on AsiaSat 1, 9 transponders on AsiaSat 2, 2 on Palapa C1
**Year Established:** 1991

*Star TV reaches 220 million viewers across Asia, India and the Middle East with subscription and free-to-air services including Channel [V], EL TV, Phoenix Chinese Channel, STAR Chinese Channel, STAR Movies, STAR Plus, STAR Plus Japan, STAR Sports, VIVA Cinema, ZEE Cinema and ZEE TV.*

TVBI

### TVB International Limited
TVB House, TV City, Clearwater Bay Road
Kowloon, Hong Kong
***Tel:*** 852 2335 3333
***Fax:*** 852 2358 3227
**Contact:**
Mr. Ken Lam, G.M.
Mr. Michael Chan, Deputy G.M.
Mr. Dewy IP, Assistant G.M.

*TVBI is the world's leading Chinese programme supplier, distributing over 1,000 hours of programmes in over 30 countries each year. It also operates Chinese cable and satellite TV service in the UK, North America and Taiwan; and a Hindi language channel in India.*

## PROGRAM SUPPLIERS/ DISTRIBUTORS

### Airtime International Ltd
1/F, Chiu Lung Building, 25 Chiu Lung Street,
Central, Hong Kong
***Tel:*** 852 2523 3081
***Fax:*** 852 2845 9150
**Contact:**
Mr. Hal Archer, Managing Director
Ms. Sarah Jace Uden, Sales Manager
**Year Established:** 1995

### Animation International
23/F Times Tower, 393 Jaffe Road
Wanchai, Hong Kong
***Tel:*** 852 2575 1520
***Fax:*** 852 2834 2162

### ATV Enterprises Ltd.
1/F, DD 244, Lot 1962
Ho Chung, Sai Kung, Kowloon, Hong Kong
***Tel:*** 852 2719 1139
***Fax:*** 852 2719 1654

### Continental Film Distributors
Star House, Suite 1922, 3 Salisbury Road,
Tsimshatsui, Kowloon, Hong Kong
***Tel:*** 852 2730 4373
***Fax:*** 852 2730 2977

### IMG/TWI
12/F Sunning Plaza, 10 Hysan Avenue
Causeway Bay, Hong Kong
***Tel:*** 852 2894 0228
***Fax:*** 852 2882 2557

### Independent TV Programming Ltd.
1102 Golden Gate, Commercial Building
136-138 Austin Road, Tsimshatsui,
Kowloon, Hong Kong
***Tel:*** 852 2739 1816
***Fax:*** 852 2311 0768

### Reuters Television Ltd
10/F, Cityplaza 3, 14 Tai Koo Wan Road,
Quarry Bay, Hong Kong
***Tel:*** 852 2843 6900
***Fax:*** 852 2868 4869
**Contact:**
Mr. James Thomas, Business Manager
Mr. Richard Stokes, Sales Manager Asia
Mr. Tony Davenport, News Editor Asia
**Satellites & Transponders:**
Intelsat 704, Apstar 1
**Year Established:** 1993

### The Hong Kong Channel Ltd
Suite 13C, Wyndham Place
40-44 Wyndham Street, Hong Kong
***Tel:*** 852 2890 9898
***Fax:*** 852 2882 5645
**Contact:**
Ms. Sheena Hardy, Chief Executive
Ms. Juliette Berkeley, Business Development
**Year Established:** 1990

### United Distribution Ltd.
6/F Kras Asia Building, 79 Hung To Road
Kwun Tong, Kowloon, Hong Kong
***Tel:*** 852 2790 6993
***Fax:*** 852 2344 6878

### Worldwide Television News

1260 Telecom House, 3 Gloucester Road
Wanchai, Hong Kong
***Tel:*** 852 2802 9180
***Fax:*** 852 2802 0014

## CABLE/SATELLITE OPERATORS

Hongkong Telecom
香港電訊

**Hong Kong Telecom**
International Television
31/F Hong Kong Telecom Tower
979 King's Road, Quarry Bay
***Tel:*** 852 2888 2848
***Fax:*** 852 2962 5759
**Contact:**
Ms. Rowena Yip, Manager, International Television
Mr. Chris Lau, Manager Business Development, Fixed Satellite Services
**Year Established:** 1925
*Hong Kong Telecom is the largest and most developed broadcasting teleport in the Asia Pacific region offering transmission, reception and turnaround services to customers in Asia and around the world. The teleport not only offers access to INTELSAT POR and IOR satellites, but also regional satellites including AsiaSat, ApStar, Palapa, PanAmSat, and TDRSS.*

**Wharf Cable Cineplex Limited**
Wharf Cable Tower, 12/F
Tsuen Wan, N.T., Hong Kong
***Tel:*** 852 2112 5901
***Fax:*** 852 2112 7821
**Contact:**
Ms. Lanny Albina Huang, Senior Manager
Mr. Rawdonn Tsui, Business Development
**Number of Subs:** 200,000
**Premium Channels:** Yes
**MMDS, SMATV**
**Year Established:** 1994

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**AVID (Hong Kong)**
28/F Tower 1 Ronsdale Gardens
25 Tai Hang Drive, Causeway Bay, Hong Kong
***Tel:*** 852 2882 3591
***Fax:*** 852 2676 0345

ACE

**Advanced Communication Equipment Co. Ltd.**
5/F Prosperity Centre,
77-81, Container Port Rd, Kwai Chung, N.T. H.K.
***Tel:*** 852 2424 0387
***Fax:*** 852 2424 0788
**Contact:**
Mr. Daniel Fung, Dir, Video Division
Mr. Andrew Lo, Dir., Multimedia Comm.
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1980
*Advanced Communications Equipment (International) Company Limted, ACE, is one of the largest AV & Broadcast equipment suppliers in Hong Kong, China, and South East Asia. We provide total solutions: full range of products plus professional services. Contact us for more information.*

**Anriga Limited**
Unit No. 23-6, 23/F, Honour Ind. Ctr.
No. 6, Sun Yip Street, Chai Wan, Hong Kong
***Tel:*** 852 2558 3038
***Fax:*** 852 2896 0032
**Contact:**
Mr. Jack C. C. Chiu

ANTEC

**ANTEC Corporation**
2850 West Golf Road
Rolling Meadows, IL 60008, United States
***Tel:*** 1 708 439 4444
***Fax:*** 1 708 439 8532
**Contact:**
Mr. Jim Faust, President
Mr. Mike Sparkman, S.V.P.
Mr. Mike Shafer, V.P. Marketing
Mr. Wes Schick, Managing Director
Mr. Michael Lynch, Director
Mr. Grant K. Walter, Regional Manager
**CATV, Telephony**
**Asia Address:**
Suite 1202, Tower 6 China Hong Kong City
33 Canton Road, Tsimshatsui, Hong Kong
***Tel:*** 852 2735 3131
***Fax:*** 852 2736 7171
**Contact:**
Mr. George Green , M.D.-Asia
*ANTEC Corporation (NASDAQ: ANTC) is an international communications technology company that specializes in the design and engineering of broadband networks and the manufacturing, materials management and distibution of products for fiber and coaxial broadband networks. ANTEC integrates technology into products, products into systems and systems into networks. Through development of Cable Integrated Services Network (CISN), ANTEC established a migration path for broadband system operators to upgrade to interconnected networks and the public switched telephone network using the SONET platform. CISN offers operators a revenue driven building approach that requires new capital investment only where the market can support new services. The ANTEC group of companies includes Keptel, Power Guard, Engineering Technologies Group (ETG), Electronic System Products (ESP), Digital Video and Comunications Broadband.*

**Asia Pacific Cable Limited**
3/F, 88 Commercial Bldg.,
28-34 Wing Lok Street, Sheung Wan, Hong Kong
***Tel:*** 852 2543 8750
***Fax:*** 852 2857 5846
**Contact:**
Mr. Patrick J. Sheehan, Managing Director
**CATV, MATV, MMDS, SMATV, Telephony**

BARCO

**Barco Electronic Systems Ltd.**
17/F, Yen Sheng Centre
64 Hoi Yuen Road, Kwun Tong, Hong Kong
***Tel:*** 852 2397 0752
***Fax:*** 852 2397 1903
**Contact:**
Mr. Frederic Verhaeghe, Managing Director
**CATV**
**Year Established:** 1991
*BARCO develops and manufactures professional Cable TV headend equipment, both analog and digital. It's powerful "ROSA" CATV Management System provides PC-based congiguration, fault and performance management for complete headend automation and network monitoring. BARCO also offers Fibre Link transmission products.*

**Chainford Technology Ltd.**
9/F Kyoei Commercial Building
3 Hillwood Road, Tsimshatsui, Hong Kong
***Tel:*** 852 2314 0331
***Fax:*** 852 2314 1360

**Digital Precision Systems Ltd.**
Flat A-23, 4/F, Wah Lok Industrial Bldg
31-41 Shan Mei Street, Fotan, Shatin, N.T.
Hong Kong
***Tel:*** 852 2602 3278
***Fax:*** 852 2693 4214
**Contact:**
Mr. Charles Wong, Technical Manager
Mr. Simon Li, Managing Director
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1991

**Fantakea Trading Ltd.**
Wing Commercial Building, Room D
20/F 19-25 Jerbois Street
Sheung Wan, Hong Kong
***Tel:*** 852 2815 2898
***Fax:*** 852 2854 0139

**Gardiner Communications**
Rm 4, 9/F, Profit Industrial Bldg.
1-15 Kwai Fung Crescent, Kwai Chung
New Territories, Hong Kong
***Tel:*** 852 2420 7081
***Fax:*** 852 2489 1492
**Contact:**
Mr. Horace Chui, Regional Manager, Asia
**TVRO, CATV, MMDS, SMATV**
**Year Established:** 1978

GI General Instrument

**General Instrument Corporation**
3505 China Resources Building
26 Harbour Road, Wanchai, Hong Kong
***Tel:*** 852 2587 1163
***Fax:*** 852 2587 1093
Contact:
Mr. Rob McLaughlin
*General Instrument (GI) is the world's leading manufacturer of broadband telecommunications*

*equipment. GI is demonstrating its end-to-end broadband telecommunications technology. This includes DigiCipher satellite encryption/decryption products; the full line of digital and analog headend technologies; Cableoptics and traditional transmission technologies; and analog and digital addressable technologies.*

### Golden Dragon High-Technology Co., Ltd
Room 2101, G, H, I, 21/F, Nan Fung Centre,
264-298 Castle P, Tsuen Wan, N.T., Hong Kong
***Tel:*** 852 2413 5262
***Fax:*** 852 2411 1969
**Contact:**
Mr. Y. S. Choi, General Manages Director
Ms. Myra Mak
Mr. Anthony Lui, Marketing Executive
**Year Established:** 1986

### Hewlett-Packard Company
17-21/F Shell Tower, Times Square,
1 Matheson Street, Causeway Bay, Hong Kong
***Tel:*** 852 2599 7978
***Fax:*** 852 2506 9261
**Contact:**
Mr. Jim Curran, RF/Microwave Business Segment Manager
Mr. Andy Botka, Product Marketing Manager
**CATV**

*Hewlett Packard in an international manufacturer of measurement and computation products and systems recognized for excellence in quality and support. The company's products are used in industry, business, engineering, science, medicine and education in approximately 100 countries. HP has 108,300 employees and had revenues of $31.5 billion in its 1995 fiscal year.*

### High Rank Int'l Ltd.
Flat 5B, Fu Yuen Ind. Bldg
18-22 Fui Yiu Kok Street, Tsuen Wan, N.T.
Hong Kong
***Tel:*** 852 2406 1723
***Fax:*** 852 2408 0295
**Contact:**
Mr. Joey Shui-Wai Cheung, Director
Mr. Leo Siu-Moon Cheung, Director
**CATV, MATV, SMATV**
**Year Established:** 1991

### Hong Kong Satellite Television Ltd.
Unit C, 7/F, Block 6, Tien Chu Centre,
74 Pak Tai Street, To Kwa Wan, Kowloon
Hong Kong
***Tel:*** 852 2736 8703
***Fax:*** 852 2735 0583
**Contact:**
Mr. Eddie Chan, Senior Project Engineer
Ms. Lina Chan, Business Development
**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1989

### Jesmay Electronics Company Limited
Apt 21/B, Block 2 Roca Centre,
466 King's Road, North Point, Hong Kong
***Tel:*** 852 2563 4292
***Fax:*** 852 2565 7026
**Contact:**
Mr. Amy Yang, President
Mr. Victor Yap, Sales
**CATV, MATV, SMATV, Telephony**
**Year Established:** 1988

### Jetcom Development Co.
Ka Fook Bldg, 289-193 Shaukeiwan Road
Hong Kong
***Tel:*** 852 2886 9767
***Fax:*** 852 2886 9079
**Contact:**
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### JOS Telecom
14/F, Somerset House Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
***Tel:*** 852 2963 5063
***Fax:*** 852 2597 5497
**Contact:**
Mr. Victor Lai
Mr. Howard Chow
Mr. Steve Lo
**Telephony**
**Year Established:** 1988

### Leader Instruments (HK) Ltd.
Rm 303-304 New East Ocean Ctr
9 Science Museum Road
TST East Kowloon, Hong Kong
***Tel:*** 852 2721 2503
***Fax:*** 852 2723 7573

### Lockheed Martin Int'l Ltd
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***Fax:*** 852 2810 1280
**Contact:**
Mr. Bernard P. Miller, Senior V.P.

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Suite 811, East Wing, Tsimshatsui Centre,
88 Mody Road, TST, Hong Kong
***Tel:*** 852 2369 3399
***Fax:*** 852 2721 8229
**Contact:**
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Mr. Benny Chan, Marketing Consultant
Mr. Charmaine Ho, Market. Assist.Manager
**CATV**
**Year Established:** 1990

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83 Robinson Road, Central, Hong Kong
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***Fax:*** 852 2858 4235
**Contact:**
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***Fax:*** 852 2341 0600
**Contact:**
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**TVRO**
**Year Established:** 1992

### Pan Asian Systems Limited
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Wong Chuk Hang, Hong Kong
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***Fax:*** 852 2555 1589
**Contact:**
Mr. Michael Peach, M.D.
Ms. Dora Tam, Marketing Officer
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1991

*Pan Asian Systems Limited is a Hong Kong-based supplier of cable telecommunications equipment and engineering services to Asia and the Middle East. Pan Asian carries full line of equipment for TVRO / SMTV / CATV / MMDS / Telephony systems and provides engineering services from survey, design to installation, maintenance and turnkey solutions.*

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24/F, Admiralty Centre, Tower 1
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***Tel:*** 852 2862 6000
***Fax:*** 852 2866 1242
**Contact:**
Mr. Chiu-For Patrick Chan, Sales Executive

### Schmidt Electronics
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23 Harbour Road, Wanchai, Hong Kong
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**CATV**
**Year Established:** 1896

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Level 26, Two Pacific Place
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Surrey GU21 5DH, United Kingdom
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***Tel:*** 852 2776 0628
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Mr. Steve Sherlock, Director
Mr. Tim Richards, Technical Director
**CATV, MATV, MMDS, SMATV**
**Year Established:** 1994

*Tekniche designs and manufacturers a wide range of interface and conversion equipment including standards converters, digital encoders and decoders, a comprehensive modular range of interfaces comprising multiplexers / demultiplexers, fiber optic drivers / receivers, frame synchronisers, DA's, A-D's D-A's for analog / digital audio / video formats.*

**Tektronix**
22/F Dah Sing Financial Centre
108 Gloucester Road, Wanchai, Hong Kong
***Tel:*** 852 2585 6717
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**Tremis Co. Ltd**
A501 Seaview Estate
Watson Road, North Point, Hong Kong
***Tel:*** 852 2803 3082
***Fax:*** 852 2512 2952
**Contact:**
Mr. David Yourieff, Manager Director
Mr. Bugbne Yourieff, Director
**TVRO**
**Year Established:** 1987

**Videotech Consultants Company**
13B, Fuk Shing Mansions
89 Ma Tau Wai Road., Hung Hom
Kowloon, Hong Kong
***Tel:*** 852 2363 7090
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24/F Tai Ping Industrial Center
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*Counselors at Large represents multinational broadcasters and specializes in strategic planning and government relations in the Asia Pacific region. The firm advises its clients in executing one of the most sensitive and difficult of all business challenges - the successful transplanting of one business or political culture to another environment.*

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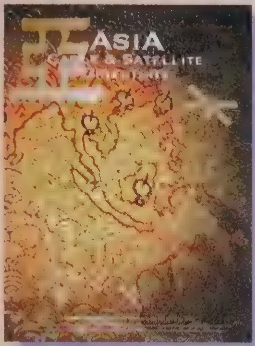

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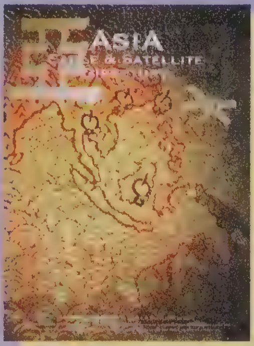

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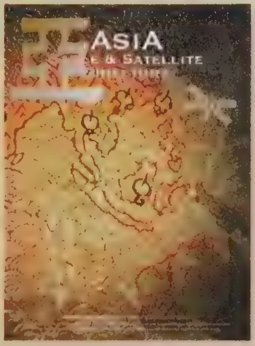

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| COUNTRY | MACAU |
|---|---|
| Official Name | Macau |
| Total Area (Sq, Km) | 16 |
| Population | 545,000 |
| Currency | Pacata |
| Exchange Rate 7/96 to USD$ | 7.741 |
| Languages | Portuguese (Official) Cantonese (Commerce), Mandarin, English |
| Ethnic Divisions | 95% Chinese, 3% Portuguese 2% Other |
| Religion | 45% Buddhist 7% Roman Catholic 1% Prodestant 45% Atheistic and other |
| TV Penetration | 85% |
| VCR Penetration | 50% |
| Per Capita Income USD$ (Est) | >$6,000 |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | TDM |

The Portuguese-run enclave situated across the Pearl River Delta from Hong Kong reverts to Chinese sovereignty two years after the territory, in 1999. For years most of the population, now around 400,000, tuned into the two Hong Kong terrestrials. Since 1984 the enclave has been served by Teledifusao de Macau (TdM) that offers one Portuguese and one Cantonese channel. Half of TdM is owned by the Macanese government with the remaining 49.5 per cent in the hands of private investors.

The bulk of programming for both is imported, with the Portuguese service receiving programming from Lisbon. Both language services offer local news bulletins and current affairs programs. Macau also has two radio stations run by TdM, with Cantonese and Portuguese language services. However listeners often opt for channels carried from Hong Kong which are felt to be more professionally produced.

In 1995 a Portuguese company booked a transponder on AsiaSat2 to beam programming from Portugal to expatriates and Portuguese speakers in Macau and former colonies in Africa. Satellite dishes are permitted for individual households and apartment blocks and Star TV can be widely seen.

The Government has commissioned studies to determine the feasibility of introducing a cable system to cover the enclave. Currently, there are several non-licensed, private cable systems. The government has recently indicated that it is working on regulations for cable operations and the establishment of a clear position on multi-channel services. This legislation should appear in the third quarter of 1996.

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World attention centred on Taiwan in the spring of 1996. As the country prepared to go to the polls to elect a president, China's military carried out war games in waters off the Republic of China to dramatise its long-standing claim that Taiwan remains a renegade province since the Nationalists fled the mainland in 1949 after the Communist victory.

While many in Taiwan hope for reunification, many others dream of independence. Whatever the political outcome of the stand-off, the many analyses of Taiwan made at the time of the war games consistently concluded that Beijing and Taipei Chinas have developed along polarised lines in the last half century.

| COUNTRY | TAIWAN |
|---|---|
| Official Name | Taiwan |
| Total Area (Sq, Km) | 35,980 |
| Population | 21,500,583 |
| Capital | Taipei |
| Currency | New Taiwan Dollar (NT$) |
| Exchange Rate 7/96 to USD$ | 27.571 |
| Languages | Mandarin (Putonghua), Taiwanese (Minnan), Hakka Dialect |
| Ethnic Divisions | 98% Chinese 2% Aboriginal |
| Religion | 93% Buddhist, Confucian, Taoist 4.5% Christian & other |
| TV Penetration | 100% |
| VCR Penetration | 76% |
| Per Capita Income USD$ (Est) | $10,000+ |
| Cinema Attendance | 2% attend once a week |
| Video Viewing Habits | 6% watch a week |
| Major TV Broadcasters | TTV, CTV, CTS |

The media in general, and television in particular, are apposite examples of this divergence. Since the first terrestrial station went on air in 1962 Taiwan's television industry has developed at a breakneck pace, and this is particularly true of the last decade.

Three terrestrials are already in operation, and another two in the pipeline. More than four million of Taiwan's 5.5 million households are wired to cable television with 500,000 receiving satellite tv broadcasts through TVROs. Landmark legislation in both the cable and satellite tv fields have created the most liberal market conditions for overseas programmers and hardware providers in Asia.

The rapidly-changing environment has of course thrown up its own set of problems, but many of these can be described as teething pains that will be sorted out over time and as the market continues to develop through a mixture of free market forces and government legislation.

Taiwan's broadcasting industry grew quickly, although steadily from the 1960s until the beginning of the 1990s. The catalyst for change was the arrival of the first pan-Asian satellite, AsiaSat 1, that for the first time gave regional viewers their own tailored services, including Star TV. The island's cable television operators, known collectively as "Channel Four" seized upon the new medium as an alternative programming supply and were soon relaying thousands of hours of television into subscribers' homes.

The situation was untenable as far as major software providers from the US were concerned and Taiwan's government was put under pressure to crackdown on the signal pirates for violating copyrights without permission or payment. After more than eight years of consultations and research, Taiwan's civil servants introduced the Cable Television Law of

**TAIWAN Channel Shares**

FEB 1996
ALL TIME, ALL WEEK

| | INDIVIDUAL % |
|---|---|
| TTV | 22 |
| CTV | 16 |
| CTS | 17 |
| Star TV | 4 |
| HBO | 2 |
| TVBS | 2 |
| TVIS | 1 |
| TNT | 1 |
| Sanli | 2 |
| Super TV | 2 |
| Other | 33 |

Source Nielsen SRG

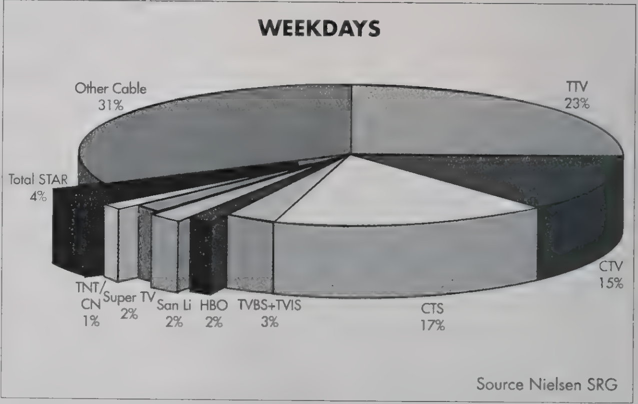
**Channel Shares TAIWAN**

**Jan-Fen 1996**
All Week, All Time
Audience= Individuals 4+

| **% Share** | *Weekday* | *Weekend* |
|---|---|---|
| TTV | 23.2 | 23.5 |
| CTV | 14.6 | 18.7 |
| CTS | 16.8 | 16.4 |
| TVBS+TVIS | 2.9 | 1.8 |
| HBO | 1.6 | 2.0 |
| San Li | 1.8 | 1.9 |
| Super TV | 1.7 | 1.6 |
| TNT/CN | 1.4 | 1.2 |
| Total STAR | 3.7 | 2.7 |
| Other Cable | 32.5 | 30.3 |
| *Total* | 100 | 100 |

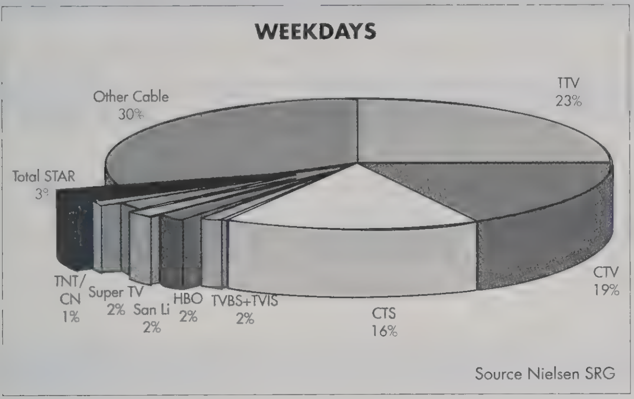
Source Nielsen SRG

**Channel Shares: TAIWAN**



Source Nielsen SRG

### Channel Shares: TAIWAN



Source Nielsen SRG

1993.

The idea was to redraw the cable map of the island into 51 areas, with each area supporting no more than five operators. All Taiwanese operators were allowed to apply for temporary licences, but on the understanding they would have to satisfy the government's criteria for a minimum capitalisation and technical standards if they wanted to stay in business. The main incentive for meeting these standards was that once an operator had been issued a permanent licence, all other operators in the cable area had to cease operations until they too received a permanent licence.

Although Taiwan already had a sizable number of cable households, the effect of the legislation was to increase the percentage even higher, giving Taiwan the highest number of cable viewers in Asia at the time. The Taiwanese people have proven themselves to be enthusiastic cable tv consumers, but the operators have had to face a host of new problems. The main headache has been the sharp increase in program purchase budgets as well as the costs of boosting their technical standards.

However cable's viewership figures have been rising in Taiwan, and are approaching parity with the existing three terrestrial stations. As with other state-run broadcasters in Asia, the trio have been obliged to upgrade and modernise their approach to news and entertainment programming in order to stay in touch. Taiwanese viewers had long suspected the broadcaster's ownership - they are controlled by the ruling party, local government and the military respectively, had led to a timid approach to news gathering. This view was supported by Taiwan's president who two years ago advised local journalists to watch how a Hong Kong-based satellite programmer handled the island's political situation.

The government's commitment to liberalising the regulatory environment is also apparent in its plans to open bidding for two new terrestrial stations to commercial interests. At the same time it is considering whether or not to make the second of the two a regional broadcaster by dividing the island into six mini-franchises.

Overseas involvement in Taiwan's media industries is mainly concentrated on the supply of programming, equipment and expertise, since existing laws forbid non-Taiwanese holding more than 20 per cent in a local company with a share in a cable operator. However the government is looking into easing this ceiling. There are criticisms that the government's desire to open up the industry has left the domestic industry at a disadvantage with overseas companies which have far more experience. Taiwanese executives and observers also argue that officials have failed to come up with a long-term strategy to allow the market to grow over time.

However to outsiders, Taiwan is a shining example of a market where government is looking for the market to regulate itself, once it has laid a few markers itself. A satellite television law put before legislators recently seeks to remove any cap on overseas investment, partly as a means of making Taiwan an Asian broadcasting center - a title also ardently being sought by Singapore, Hong Kong and Manila. At the moment satellite tv households are running at around 12 per cent of the cable households total, which perhaps supports the view that market forces are the ultimate arbiter of the growth of subscription television.

The Taiwanese are proud of the way they have tried to transform their media industry using a combination of government regulation and free market principles. While the political arguments will continue for sometime over its relationship with China, in terms of media Taiwan believes it has charted its own path and outsiders intent on doing business there are advised not to regard Taiwan as a stepping stone to doing business in China.

### Video & Cinema TAIWAN

| | **Frequency** | **%** |
|---|---|---|
| *Watch Video* | sometimes | 30 |
| | once a week or more | 6 |
| | 2–3 times a month | 5 |
| | *once a month* | *4* |
| | *less often* | *8* |
| *Visit Cinema* | sometimes | 35 |
| | twice a week or more | 1 |
| | once a week | 2 |
| | 2–3 times a month | 4 |
| | *once a month* | *8* |
| | *less often* | *21* |

Source: Nielsen SRG Media Index 1995

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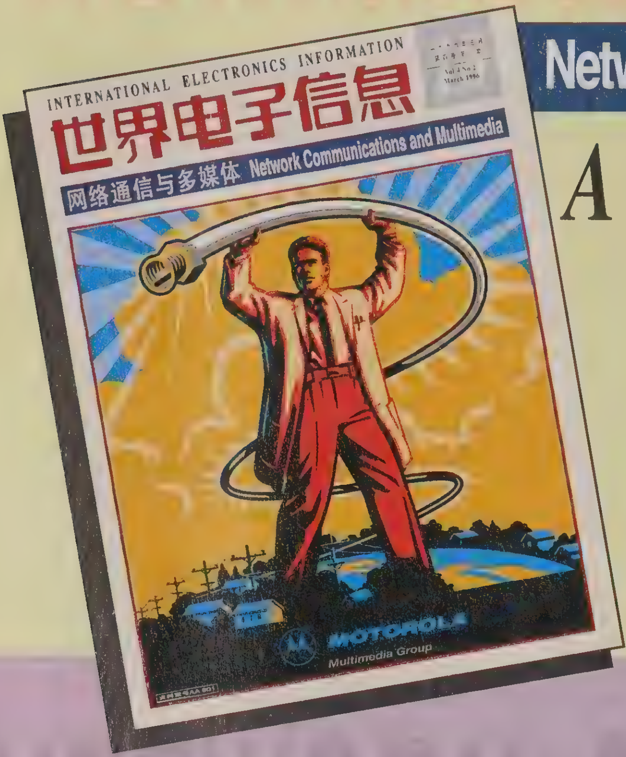
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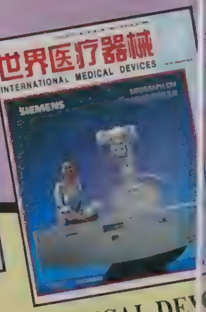

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## GOVERNMENT

**Government Information Office**
2000 Tientsin Street, Taipei, Taiwan
***Tel:*** 886 2 351 6625
***Fax:*** 886 2 341 0360

## ASSOCIATIONS

**Chinese Public Station Organising Committee**
5th Floor, 85 Chung Hsiao East Road
Section 1, Taipei, Taiwan
***Tel:*** 886 2 356 6764
***Fax:*** 886 2 356 7452
**Contact:**
Mr. Ya Ling Peng, Director

**Foundation for Development of Radio & TV Industries**
2 Tien Tsin Street, Taipei, Taiwan
***Tel:*** 886 2 351 5549
***Fax:*** 886 2 351 8511
**Contact:**
Mr. Chich Chu Lee, President

**The Cable Association of Taiwan**
7/F 186 Chun Yang Road
Nan King District, Taipei, Taiwan
***Tel:*** 886 2 788 5773
***Fax:*** 886 2 788 5774
**Contact:**
Mr. S.F. Hsieh

## BROADCASTERS

**China Television Company(CTV)**
120 Chung Yang Rd, Nankang District
Taipei, Taiwan
***Tel:*** 886 2 789 6609
***Fax:*** 886 2 789 6007
**Contact:**
Mr. Chen Tsai Wu, Chairman
Mr. Tzong Ko Hu, President
**Year Established:** 1949

**Chinese Public TV Station**
5/F No. 85, Chung Hsiao East Road
Section 1, Taipei, Taiwan
***Tel:*** 886 2 397 0214
***Fax:*** 886 2 356 0005

**Chinese TV System**
100 Kuang Fu South Road, Taipei, Taiwan
***Tel:*** 886 2 775 6627
***Fax:*** 886 2 777 5414

**Taiwan Television Enterprise Ltd.**
10 Pa Te Road, Section 3
Sung Shang District, Taipei, Taiwan
***Tel:*** 886 2 578 1515
***Fax:*** 886 2 579 9643

**The Broadcasting Corporation of China**
No. 53, Jen Ai. Road Section 3, Taipei, Taiwan
***Tel:*** 886 2 771 6441
***Fax:*** 886 2 721 8505
**Contact:**
Mr. Tsu Yuan, Lee, President
Mr. Philips Feng, D.M.
Mr. James Tsung Kwei Lee, Mgr, News
**Number of Subs:** 18 million
**Year Established:** 1945

## CABLE / SATELLITE OPERATORS

**Best Cable TV, Inc.**
No. 69, Lane 133, Sec 2, Chung Hsin Rd.,
Chu Tung District, Taiwan
***Tel:*** 886 35 821 234
***Fax:*** 886 35 826 353
**Contact:**
Mr. Fa Hsien Hsiu, President
Mr. Ye Lin Hsien, Vice President
**Satellite:** Yes
**Cable Station:** Yes
**Number of Subs:** 45,000
**Monthly Charge:** NT$700
**Year Established:** 1986

**Chang Hong Cable TV**
No. 29 Alley Pao Chiu Street
Tai Chung City, Taiwan 407
***Tel:*** 886 4 255 4870

**FM CATV Co Ltd.**
11/F No. 193 Circle South Rd.
Feng Yang City, Tai Chung County, Taiwan
***Tel:*** 886 4 520 5401

**Fuji Cablevision**
1-2F, No 186, Chun Yang Rd,
Nangang District, Taipei Taiwan
***Tel:*** 886 2 785 4000
***Fax:*** 886 2 651 5050
**Contact:**
Mr. Hsiu Fa Hsieh, President
Mr. Hsiu Wen Hsieh, Vice President
**MMDS**
**Number of Subs:** 30,000
**Monthly Charge:** NT$300
**Year Established:** 1976

**Guang Yi Wire Broadcasting System**
1/F, No 57 Pang Chiu Road
Ping Ting City, Taiwan
***Tel:*** 886 8 755 2225

**Hai Sun Cable Television Company**
9/F No. 5 Lane 163, Hsin-1 Road, Pan Chiao
Taipei, Taiwan 220
***Tel:*** 886 2 955 4000

**Hsin Yong An Cable Company**
1/F, No 37 Pang Chin Road
Pin Tung City, Taiwan 712
***Tel:*** 886 8 598 1955

**North Chang Hwa Cable TV**
No 10H Chang Lu Road Chang Hwa City,
Taiwan 50054
***Tel:*** 886 47 636 366
***Fax:*** 886 47 630 041

**Rebar Telecommunications Co Ltd.**
9/F-1 10 Lane 609, Section 5 Chung Hsin Road
San Chung City 241, Taipei Hsien 241, Taiwan
***Tel:*** 886 2 999 5879
***Fax:*** 886 2 999 3876

**South Tao Yuan CATV Co.**
409., No 27 Section 2, Huan Nan Rd
Ping Chen City, Tao Yuan 324, Taiwan
***Tel:*** 886 3 493 0343

**T-View Broadcasting Ltd.**
8/F-2 No 2 Flushing Road, Taipei, Taiwan
***Tel:*** 886 2 776 1922
***Fax:*** 886 2 777 3557

**Star TV**
12/F 287 Naking E Rd., Sec.3, Taipei Taiwan
***Tel:*** 88 62 514 3337
***Fax:*** 88 62 514 9754
**Contact:**
Mr. Daniel Cheung, G.M.
Mr. Andy Chang, Marketing Manger
Mr. Jeffery Wang
**Satellite:** Yes
**Year Established:** 1991

**Ta Shin Cable TV Corporation**
No 391 Ting Chung Road
Kao Chung City 807, Taiwan
***Tel:*** 886 7 347 1111

**Taichung Cable**
2/F, 337 Da Ya Road, Taichung, Taiwan
***Tel:*** 886 4 295 2600
***Fax:*** 886 4 295 3127

**Tempo International Mass Media Co.**
No. 34 Alley 59, Sec 1, Muh Juj Rd,
Wen Shan County, Taipei, Taiwan
***Tel:*** 886 2 777 5055
***Fax:*** 886 2 704 6915

## PROGRAM SUPPLIERS/ DISTRIBUTORS

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4/F No 36, Po-Ai Road, Taipei, Taiwan
***Tel:*** 886 2 375 1046
***Fax:*** 886 2 312 1176

**Cigar Corporation Ltd.**
4/F No 508 Chung-Cheng Rd.
Hsin Tien, Taipei, Taiwan
***Tel:*** 886 2 218 0408
***Fax:*** 886 2 218 5791

**ERA International Ltd**
5/F, 46 Pa Te Rd, Sec 1
Taipei 10025 Taiwan
***Tel:*** 886 2 397 1122
***Fax:*** 886 2 397 2205

**Contact:**
Mr. Eric Hui, Special Representative

**Goldsun Communictions Co. Ltd.**
5/F No 19, Section 1, Yen-Ping N. Road
Taipei 103 Taiwan
***Tel:*** 886 2 558 3301
***Fax:*** 886 2 556 3149

**Metro Communication Ltd.**
211 Chung-Ming Road
Suite 6 D Taichung City 403, Taiwan
***Tel:*** 886 4 205 7570
***Fax:*** 886 4 205 9620

**Muse Communication Ltd.**
9/F No. 957 Section 2, Chungshan Road
Taisan Hsiang, Taipei Hsien, Taiwan
***Tel:*** 886 2 903 9101
***Fax:*** 886 2 903 6346

**Po-Hsin Multimedia, Inc (PHTV)**
7F, No. 33 Lane 11, Kuang-Fu, N Road
Taipei, Taiwan
***Tel:*** 886 2 756 0226
***Fax:*** 886 2 766 4971
**Contact:**
Mr. James Hung, Manager
Mr. Henry Woo, Chief Section of Planning

**Pro-Insight International Co. Ltd.**
Rm. 2 Floor 8 No 256, Section 4 Hsin-Yi Road
Taipei, Taiwan
***Tel:*** 886 2 708 1884
***Fax:*** 886 2 706 5620

**Rock Communications Co. Ltd.**
3/F-4 No 288 Kwang Fu
S. Road, Taipei, Taiwan
***Tel:*** 886 2 775 1554
***Fax:*** 886 2 731 9520

**Taiwan Video Inc.(TV1)**
No.7, Alley Z, Lane 123, Section 5,
Nanking East Rd, Taipei, Taiwan
***Tel:*** 886 2 766 7104
***Fax:*** 886 2 767 7955
**Contact:**
Mr. Simon Chang, President
**Premium Channels:** Yes
**Year Established:** 1983

**TVBS HBO**
3F, No.46, Sec 1, Pa Te Road
Taipei, Taiwan
***Tel:*** 886 2 357 9988
***Fax:*** 886 2 321 0606
**Contact:**
Mr. Eric Lui, Marketing Manager

**Videoland Inc.**
7/F, No 311, Section 3, Nanking E. Road
Taipei, Taiwan
***Tel:*** 886 2 713 2203
***Fax:*** 886 2 713 2544

# EQUIPMENT

## SUPPLIERS/ DISTRIBUTORS

**Acnode Corporation**
Taiwan
***Tel:*** 886 2 703 8170
***Fax:*** 886 2 755 3090
**Contact:**
Mr. Chao Lin, General Manager

**Advance Communication Equipment Co Ltd.**
Style 621 7/F Asia Enterprise Ctr.
No 144 Section 3 Min-Chuan E. Road
Taipei, Taiwan
***Tel:*** 886 2 718 9880
***Fax:*** 886 2 718 9778

**Aichi Electronics CATV & Data**
5/F-2 #420, Sec 1, Keelung Rd., Taipei, Taiwan
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***Fax:*** 886 2 723 3578
**Contact:**
Mr. Rui Yuang

**Antex Electronic Corp.**
No 263-2, Section 1, Changnan Rd.,
Chang Hua Taiwan
***Tel:*** 886 4 732 2561
***Fax:*** 886 4 732 2614
**Contact:**
Mr. Steven Huang, Marketing Mgr
**CATV, SMATV**

**AT & T Taiwan Telecommunications Co.**
#2 Innovation Road II
Science-Based Industrial Park
Hsin Chu, Taiwan
***Tel:*** 886 35 779 900
***Fax:*** 886 35 779 483
**Contact:**
Ms. Fanny Wu, Programming Manager
**CATV**

**Benjamin Electronics Co. Ltd**
3F, No. 8-10, Lane 130, Min-Shuan Rd
Shin-Tien, Taipei, Taiwan
***Tel:*** 886 2 218 1250
***Fax:*** 886 2 218 6484

**Best Systems Corporation**
5/F #5 Lane 538, Chung Cheng Road
Hsin Tien, Taipei, Taiwan
***Tel:*** 886 2 917 6286
***Fax:*** 886 2 917 6508
**Contact:**
Mr. Solomon Wang

**Cable Tronics**
11F-3 #147 Sec 3, Chien-Kuo N. Road
Taipei 10479, Taiwan
***Tel:*** 886 2 559 9085
***Fax:*** 886 2 509 9086
**Contact:**
Mr. Hao Pou Hsu

**Cabletrovics Broadband Inc.**
2/F, 147 Sec 2, Chien-Kuo N. Rd
Taipei 10479 Taiwan
***Tel:*** 886 2 509 9085
***Fax:*** 886 2 509 9086
**Contact:**
Mr. Hao-Pou Hsu, General Manager
Mr. Ray Chen, Deputy M. D.
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1990

**Canner Communication**
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Taipei 11527, Taiwan
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***Fax:*** 886 2 782 8490
**Contact:**
Mr. Green Wang

**Chainford Electronics Co. Ltd**
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Taipei, Taiwan
***Tel:*** 886 2 647 5311
***Fax:*** 886 2 647 7717
**Contact:**
Mr. Andrew Wu, Business Department

**Champion Technology Inc.**
Rm 5, No 14 Lane 609 Sec, 5 Chung Hsing Rd,
San Chung City, Taipei, Taiwan
***Tel:*** 886 2 999 5671
***Fax:*** 886 2 999 4833

**Clear Max Industrial Co Ltd.**
14F, No. 105, Ming Chuan Road,
Hsien Tien, Taipei Taiwan
***Tel:*** 886 2 218 1937
***Fax:*** 886 2 218 2723
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**TVRO, CATV, MATV, SMATV**

**Comtex Microwave Corporation**
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***Fax:*** 886 35 258 242
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**TVRO, MMDS, SMATV**

**Cosmos Star Enterprise**
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**Contact:**
Mr. Todd Duh

**Cycloria, Incorporated**
5F, #311, Nanking East Road
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***Fax:*** 886 2 7174452
**Contact:**
Mr. S. Joel Hayden, Project Engineering Director

**Eastern Electronics Co., Ltd**
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Kwei-Shan Industrial Area, Tao Yuan, Taiwan
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***Fax:*** 886 3 362 5407

**E F A Corporation**
7 Fung Liao Road, 2nd Linkou Ind Zone
Linkou, Hsien, Taipei, Taiwan
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Mr. Hei Ming Tsao

**Fresat Technology**
31 Chia Tzan Road, Kwei Shan
Toayuan 8863, Taiwan
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***Fax:*** 886 3 329 5673
**Contact:**
Mr. Peter Chen

**Full Song Electronic Co. Ltd.**
2/F, 61 Hsiu liang Rd, Sec 2, Yung Ho City
Taipei, Taiwan
***Tel:*** 886 2 923 8307
***Fax:*** 886 2 925 5915
**Contact:**
Mr. M.G. Chiou

**Funtach Enterprise Co. Ltd.**
209 Chung Juan Road, Ta-Liao Shiang,
Kaohsiung Hsien, Taiwan
***Tel:*** 886 7 701 5106 8
***Fax:*** 886 7 702 1656
**Contact:**
Mr. Chen Joe, R&D Engineer

**Good Mind Industries Co. Ltd.**
No.22, Ta Yeou 2 Street, Ta Fa Industrial Dist.,
Ta Liau Hsi, Kaoshiung, Taiwan
***Tel:*** 886 7 787 1228
***Fax:*** 886 7 787 1269
**Contact:**
Ms. Ann Han, Marketing Manager
**TVRO, CATV, MATV, SMATV**

**Hamphrey International Ltd.**
2/F #521, SEC 5, Chung Shan N. Road
Taipei, Taiwan
***Tel:*** 886 2 882 1257
***Fax:*** 886 2 882 2857
**Contact:**
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**Harvest General Trade Co**
5/F #129 Sung Chiang Road, Taipei, Taiwan
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***Fax:*** 886 2 504 1475
**Contact:**
Mr. W.Y Lin

**Heart Spring Co Ltd**
No. 303 2-1 Rm, 4F Chung-Ming S. Rd.
Taichung City 403, Taiwan
***Tel:*** 886 4 328 7620
***Fax:*** 886 4 328 7620
**Contact:**
Mr. Jack Liao

**Houly Co. Ltd.**
8/F 18 Alley 1, Lane 768 Sec 4
Pa Teh Road, Taipei, Taiwan
***Tel:*** 886 2 788 5385
***Fax:*** 886 2 788 5389
**Contact:**
Mr. Kenneth Liou

**Hua-U Electronics Co. Ltd**
No. 292, Chang Lu Road, Hsiu Shui Hsiang
Hanghua, Taiwan
***Tel:*** 886 4 768 0318
***Fax:*** 886 4 768 0392
**Contact:**
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Ms. Mary P. Yap, Export Representative
**CATV**

**Huang Pin Ind**
254 Chung Cheng Road
Lu Jou Hsiang, Taipei, Taiwan
***Tel:*** 886 2 281 6636
***Fax:*** 886 2 282 8180
**Contact:**
Mr. Tony Lee

**Hwa Lin Electronic Company Ltd.**
4/F, No 481, Chung Hsiao E. Road
Sec 6, Taipei, Taiwan
***Tel:*** 886 2 785 7057
***Fax:*** 886 2 785 7108

**I-Gene International Co Ltd**
223 Ta-Tung Road, Section 1, Tainan, Taiwan
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***Fax:*** 886 6 226 2065
**Contact:**
Mr. George Chou, Assistant Manager

**Jaeger Ind. Co. Ltd**
2/F, No.4, Lane 7, Pao Kao Road, Hsin Tion
Taipei Taiwan
***Tel:*** 886 2 917 4441
***Fax:*** 886 2 917 8362
**Contact:**
Mr. Theodore Lee, Manager
**Satellite:** Yes

**Jebsee Electronics Co. Ltd.**
No 24 3 Sin Lo Road, Tainan 70223, Taiwan
***Tel:*** 886 6 264 7622
***Fax:*** 886 6 263 8446
**Contact:**
Mr. Tharn Kao Tsai, President

**King Feng Co. Ltd**
10F, No. 236, Chung King North Rd,
Sec 4 Taipei, Taiwan
***Tel:*** 886 2 881 8311
***Fax:*** 886 2 559 7415
**Contact:**
Mr. Jack Tai, G.M.
**CATV, MATV, SMATV, Telephony**

**Lead Universal Corp.**
2F No.15, Lane 264, Ray An St., Taipei Taiwan
***Tel:*** 886 2 7542515
**Fax:** 886 2 7085800
**Contact:**
Mr. Steven Liao, Vice President
**CATV**
**Year Established:** 1991

**Lien-Si Satellite Electronic**
13 Chang Sheng Road
San Chung City, Taipei, Taiwan
***Tel:*** 886 2 973 4781
**Contact:**
Mr. Win Xing Hong

**Microelectronics Technology Inc**
No 1 Innovation Road II
Hsinchu Science-Based Ind'l Park
Hsinchu, Taiwan
***Tel:*** 886 35 773 335
***Fax:*** 886 35 777 121
**Contact:**
Ms. Alice Huang, Multi-Media Transmission

**MSI International**
4/F 585 Ming Sheng (E) Road, Taipei, Taiwan
***Tel:*** 886 2 506 3320
***Fax:*** 886 2 505 6609
**Contact:**
Mr. Johnny Chen

**Nitek Corporation**
3/F., No. 846 Kuang Fu Road
Section 2, Hsin Chu, Taiwan
***Tel:*** 886 035 216165
***Fax:*** 886 035 252547
**Contact:**
Mr. James Chao

**Nyron Communications Inc.**
2F. 10, Alley 6, Lane 50
Fukuo Road, Taipei 111, Taiwan
***Tel:*** 886 2 832 9551
***Fax:*** 886 2 835 5791
**Contact:**
Mr. Rung Wang Nai, Managing Director

**Oakwood International Corp.**
7/F, 701 Phoenix Bldg
200 Tun Hua South Road, Sec. 1
Taipei, Taiwan
***Tel:*** 886 2 777 3451
***Fax:*** 886 2 777 2012
**Contact:**
Mr. Dale O Holmgren, President
Mr. Michael Hassel, Vice-President
**TVRO, MMDS**
**Year Established:** 1965

**Oarsman Electronics Co. Ltd.,**
No. 1 Alley 10, Lane 239,
Wu Sheng Road, Tainan 704 Taiwan
***Tel:*** 886 6 258 4661
***Fax:*** 886 6 258 4680
**Contact:**
Mr. Nelson Chuang, Manager Dir.
**TVRO, CATV, MATV, SMATV**

**Panpipe Industrial Co**
7/F, No 8 Lane 235, Pao-Chiao Road
Hsin-Tien City, Taiwan
***Tel:*** 886 2 910 5097
***Fax:*** 886 2 913 9890

**Pan Asian System Ltd**
4th Floor, No. 3-5, Lane 768, Pa Deh Rd.,
Sec 4, Taipei Taiwan
***Tel:*** 886 2 788 2868

***Fax:*** 886 2 652 1365

**PDX Antenna Master**
3/F 277 Chung Hsiao E. Road
Sec 6, Taipei 115, Taiwan
***Tel:*** 886 2 785 7639
***Fax:*** 886 2 785 5641
**Contact:**
Mr. Peter Lin

**Pico Macom Taiwan Co Ltd**
Fl.2 , No. 108, Sec. 3 Jen-Ai-Rd, Taipei, Taiwan
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**Contact:**
Mr. Eddie Lee

**Pinnacle International Freight Ltd.**
Chunt Shiao East Road, Sec 4 #560 13/F
Taipei, Taiwan
***Tel:*** 886 2 777 5278
***Fax:*** 886 2 777 4044
**Contact:**
Mr. T.C. Wang

**Pioneer Comms Appliances**
37 Kung Yeh South Road
Kuantien Industrial Area
Kuartien Hsian, Tainan, Taiwan
***Tel:*** 886 6 698 7656
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**Contact:**
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**Pulse Industrial**
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**Contact:**
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**RF - Link Systems Inc**
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***Fax:*** 886 35 776 699
**Contact:**
Mr. Beck Chuang
Mr. David Feng
**TVRO, CATV, MMDS**

**Sandmartin Company Ltd.**
4/F No 253 Sec 4, Chung King N Road
Taipei, Taiwan
***Tel:*** 886 2 816 1597
***Fax:*** 886 2 815 1358

**Sangean Electronics Inc.**
No 265 Chung Chen Road
Yung Ho City, Taipei 23433, Taiwan
***Tel:*** 886 2 922 1861
***Fax:*** 886 2 922 6072

**Satellite Tele. Marketing Inc.**
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**Contact:**
Mr. Daniel Tu, President

**South World Enterprises**
12/F, No 146 Min Sheng E Road
Sec 5, Taipei, Taiwan
***Tel:*** 886 2 767 6768
***Fax:*** 886 2 765 8620

**Style AV Systems**
7/F 30 Wei Shui Rd., Taipei, Taiwan
***Tel:*** 886 2 741 3641
***Fax:*** 886 2 731 7178
**Contact:**
Mr. Tony Shieh

**Summit Engineering Co Ltd.**
12/F, 412 Jen Ai Road
4th Section, Taipei, Taiwan
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***Fax:*** 886 2 709 5390

**Taivan Technology Co. Ltd**
6F-6, No. 230 Chang-an E Rd, Sec. 2
Taipei, Taiwan
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Taipei 241, Taiwan
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***Fax:*** 886 2 988 1092

**Taiwan Microwave Communication Co Ltd**
No 16, Prosperity Road 2
Hsinchu Science Based Ind Park
Hsinchu, Taiwan
***Tel:*** 886 35 781 381
***Fax:*** 886 35 781 386
**Contact:**
Mr. Michael Mai, Sales & Marketing Manager

**Teleynx Inc**
3F-1, 66 Nankan Road, Sec. 2, Luchu
Tao-Yuan, Taiwan
***Tel:*** 886 3 352 1922
***Fax:*** 886 3 352 1923
**Contact:**
Mr. Gorden C.Y. Chen
**MMDS**
**Year Established:** 1994

**Tong Wei Electronic**
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Yung Ho City, Taipei, Taiwan
***Tel:*** 886 2 923 8307
***Fax:*** 866 2 925 5915
**Contact:**
Mr. Ming Zhu Chiu

**Trans Electric Co.**
765, Chungsan Road, Sec.2 Huatang Changhua
Taiwan
***Tel:*** 886 4 763 3361
***Fax:*** 886 4 762 7018
**Contact:**
Mr. James Wang, C.E.O.
Mr. Eli Chung, President of Intl. Bus.
**CATV, MATV, MMDS, SMATV**
**Year Established:** 1968

**Transystem Inc**
2/F No 10 Prosperity Road II
Hsinchu Science Park, Hsinchu, Taiwan
***Tel:*** 886 35 780 393
***Fax:*** 886 35 784 111

**TV Chung Enterprise Co. Ltd.**
No 11 Lane 160, Nan Shing Road
Nantou City, Taiwan
***Tel:*** 886 49 317 111
***Fax:*** 886 49 350 839

**Union All Communications**
2/F 357 Jen Ai Road, Sec 4, Taipei, Taiwan
***Tel:*** 886 2 776 5008
***Fax:*** 886 2 751 5018
**Contact:**
Mr. Paul Yang

**United Microwave Inc.**
No 19 Min Deh Road, Chutung Hsinchu, Taiwan
***Tel:*** 886 35 952 575
***Fax:*** 886 35 952 576

**Veccom Company**
#2-9 Nan-Yuan Road, Chungli Industrial Park
Hsien, Tao Yuan, Taiwan
***Tel:*** 886 3 451 5217
***Fax:*** 886 3 451 5216

**Videoland**
1/F, No 2 Alley 3, Lane 303 Sec 3
Nan King Est Road, Taipei, Taiwan
***Tel:*** 886 2 713 2203
***Fax:*** 886 2 7132544
**Contact:**
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**Vitek Corporation**
3/F., No 846 Kuang Fu Road
Section 2, Hsin Chu, Taiwan
***Tel:*** 886 35 216 165-8
***Fax:*** 886 35 252 547
**Contact:**
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Mr. James Chao

**Weco Engineering**
P.O. Box 56-58, Taipei, Taiwan
***Tel:*** 886 2 765 3112
***Fax:*** 886 2 765 3102
**Contact:**
Mr. John Tai

**Wegener Communications**
#34 Alley 1108, Lane 30 Yuang Chi Road

Taipei, Taiwan
***Tel:*** 886 2 765 3112
**Contact:**
Mr. John Kai

**Winners Satellite Electronics Corp.**
4F, #2, Lane 263, Chung Yang Road
Taipei 11527, Taiwan
***Tel:*** 886 2 782 0711
***Fax:*** 886 2 782 8490
**Contact:**
Mr. Anderson Chang, Sales Manager
Mr. Hero Chang

**Zinwell Corporation**
1F, No. 7, Alley 83, Lane 616,
Man-Ta Rd., Hsin Chu Taiwan
***Tel:*** 886 35 240 938
***Fax:*** 886 35 241 087
**Contact:**
Mr. Richard Lin, Sales Director
**CATV, MATV, SMATV**
**Year Established:** 1980

## MEDIA SERVICES

### PUBLISHING

**Cable & Satellite Magazine**
23, Jenai Road, Sec 3, #5F-1
Taipei, Taiwan
***Tel:*** 886 2 778 5818
***Fax:*** 886 2 778 2442
**Contact:**
Mr. Alan Shih, President

### CONSULTING

**Associated Asia**
Chung Ching Rd, Jrung Nei Shang,
Alley 1, No.8, Taichung 406 Taiwan
***Tel:*** 886 4425 0298
***Fax:*** 886 4426 1380
**Contact:**
Mr. Lore Devra Levin, Director
**Year Established:** 1991

**Favorlangh Communication Corp.**
7F, No. 111-2 Tung-Hsing St., Taii,
Taipei, Taiwan
***Tel:*** 886 2 767 6852
***Fax:*** 886 2 767 6602
**Contact:**
Mr. Jack Chang
Mr. Sean Gil

*The leading media consultancy in Taiwan, FCC offers services to domestic and international media firms. FCC provides services in: management, marketing, distribution, design, finance and brokering. FCC also supervises the development of a major film & television center near Taipei.*

### RESEARCH

**Survey Research Taiwan**
12/F National Enterprise Centre
188 Nanking E.Rd., Section 5, Taipei Taiwan
***Tel:*** 886 2 756 8668
***Fax:*** 886 2 764 8883
**Contact:**
Mr. Titan Wang

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- *cable and satellite equipment suppliers & distributors*
- *local broadcasting & cable television affiliates*

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**For Advertising Details, Contact : SATELLITE & CABLE TV,**
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| Hong Kong | Tel: (852) 2826-4500 | Fax: (852) 2804-6415 |
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Second only to China in population in both Asia and the world, India may well turn out to be the largest single television market in the world in the coming century.

In a few short years India's television industry has been transformed out of all recognition with the advent of satellite television giving the once-staid state-run television station a badly-needed jolt into competitiveness. India is now the second-largest television market in Asia with the potential to outstrip the leader China through the development of a cable and satellite tv infrastructure, as well as an upsurge in domestically-made programming to meet the demands of a high-competitive audience.

| **COUNTRY** | **INDIA** |
|---|---|
| Official Name | Republic of India |
| Total Area (Sq, Km) | 3,287,590 |
| Population | 936,545,814 |
| Capital | New Delhi |
| Currency | Rupee (Rs.) |
| Exchange Rate 7/96 to USD$ | 35.390 |
| Languages | Hindi (National), English (Commerce), numerous other regional dialects |
| Ethnic Divisions | 72% Indo-Aryan 25% Dravidian 3% Mongoloid & others |
| Religion | 80% Hindu 14% Muslim 2.4% Christian 2% Sikh .7% Buddhist 1% Jain & Others |
| TV Penetration | 45% |
| VCR Penetration | 3.4% |
| Per Capita Income USD$ (Est) | 320 |
| Cinema Attendance | 14.9% attend once a week |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | Doordarshan, Metro Channel (DD2) |

India's 920 million-strong population has a per capita income of $320, but with two-thirds of the population living off the land there is a huge disparity between the large mass of rural poor, the emerging middle class and the rich merchants and industrialists. Out of 182 million households, only 45 per cent have television and less than one in four of these sets are colour; VCR penetration is just 3.4 per cent. Despite these numbers television viewers watch more than four hours of television a day.

The television industry is governed by the Ministry of Information and Broadcasting. It is responsible for implementing the 1994 Cable Television Networks (Regulation) Ordinance which set up the first operators' register in India, obliged them to standardise fees and practices and to pay fees to foreign program providers to cut down on piracy. Helping to implement the ministry's policies is the Indian Broadcasters Association (IBA).

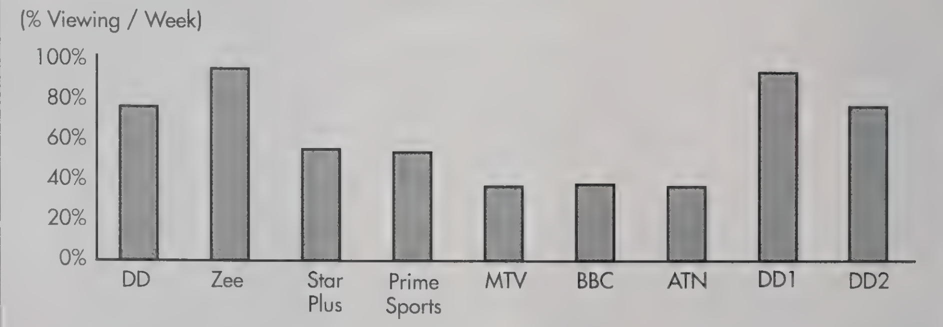
Technically illegal before the 1994 act, cable has flourished since the start of the current decade. Estimates of the number of operators varies from 10,000 to 100,000 with many of these covering only a few hundred subscribers. The upgrading of systems required by the bill and the realisation among businessmen of the potential for pay tv is quickly consolidating system into much larger entities with some larger corporations responsible for as many as 500,000 sub

**Satellite Television Availabilitly INDIA**

| **CHANNEL** | **LANGUAGE** |
|---|---|
| STAR TV | |
| Star Plus | English |
| Channel [V] | English/Hindi |
| Prime Sports | English |
| Chinese Channel | Chinese |
| BBC | English |
| ZEE TV | Hindi/Bengali |
| SUN TV | Tamil |
| GOLDEN EAGLE | Tamil |
| JJ TV | Tamil |
| UDAYA TV | Kannada |
| ASIANET | Malayalam |
| JAIN TV | Hindi/Tamil/Bengali |
| ATN | Hindi/Regional |
| RAJ TV | Tamil |
| GEMINI TV | Telugu |

Source: the network, The Ogilvy Company

**Viewership of Satellite Channels BOMBAY**



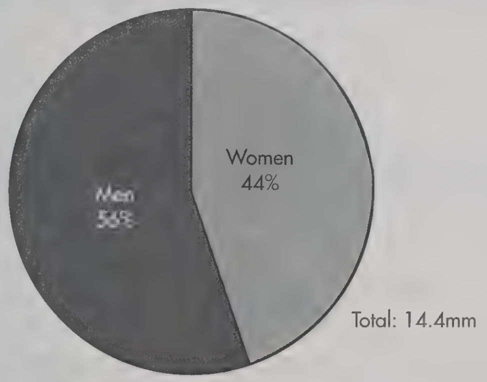
Note: based on data gathered among cable and satellite homes
Source: the network, The Ogilvy Company

Source: C&S Study, IMRB, July 1994

scribers in urban areas. The total number of subscribers is estimated to total 15 million with monthly rentals surpassing $30 million. Yet market growth is estimated to be as high as 35 per cent annually with 25,000 new customers being wired up on a daily basis. Many of these are being connected through joint ventures between Indian and overseas cable firms including UIH and Falcon of the US.

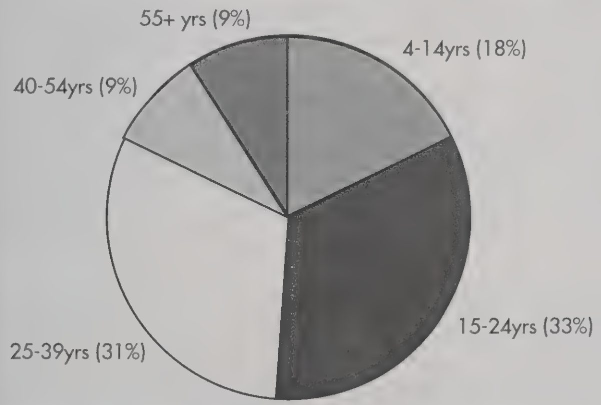
Some observers predict that by the end of 1997 there will be 800 transponders serving India's satellite television, telephony and data transmission markets, offering Indians nearly 100 television channels. Since Star TV first started its free-too-air transmissions to India in 1991 the choice of viewers has grown immensely through a combination of western programmers, often with services adapted for Indian viewers, as well as locally-produced services in India's many official languages. There are thought to be around 2.5 million household dishes.

**Composition of Star TV Viewers in INDIA (by sex)**



Source: SRG Telescope 1993

**Composition of Star TV Viewers in INDIA (by age)**

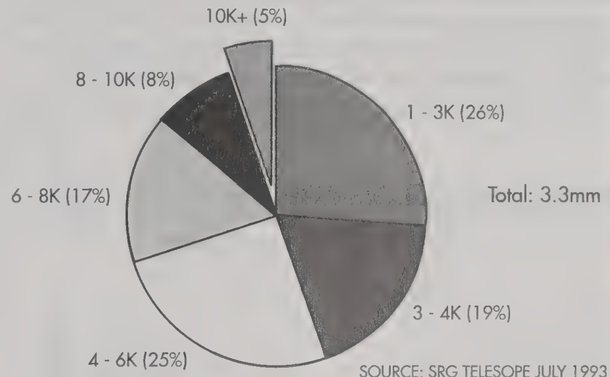


Source: SRG Telescope 1993

Total: 14.4mm

One of the most tangible changes to India's media industry in the last few years has been the transformation of the state broadcaster Doordarshan. Although Doordarshan could be seen in every Indian tv household, it lost a substantial amount of viewers to Star TV and especially Zee TV. To compete with the new channels Doordarshan introduced more independently-made programming, as well as foreign shows to its line up including MTV and Asia Business News. Regional services carried by satellite are made in India's many minority languages. Doordarshan now has three nationally-transmitted channels and a movie service. Regional satellites like IntelSat and PanAmSat have begun to roll out a platform of channels and programmers like Star TV are beginning to treat their Indian operations as if they were a stand-alone entity from the rest of their pan-Asian business.

**Distribution of Star TV Households (by income)**



SOURCE: SRG TELESOPE JULY 1993

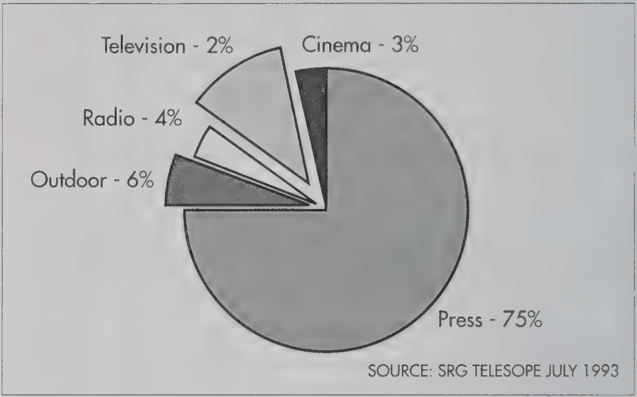
However the roll out of satellite and cable has not been without its own problems. Perhaps the least of these have been the inevitable culture clashes when material has been aired by a satellite tv programmer that offends nationalistic or religious sensibilities. Star TV dropped a talk show after a guest made controversial remarks about India's founding father Gandhi which led to an Indian court issuing an arrest warrant for Star TV and News Corp chairman Rupert Murdoch. In addition cable operators have staged boycotts against Star TV and ESPN claiming the networks were attempting to impose steep price rises on their subscribers. In return foreign channel providers have grumbled about the difficulty of gauging an operator's sub count because of endemic under reporting to escape tax and royalty payments.

Television takes around 20 per cent of the total ad spend but newspapers and magazines take the lion's share with 62 per cent of the total. This figure is expected to fall once the pay tv market matures, but advertisers remain highly-favoured towards the printed word, especially for minority languages that may not yet have their own television programs. The press's share of the advertising pie has fallen from its three-quarter share in 1994, but the value of the ad spend has increased sixfold in that time. In this time the share of outdoor advertising has doubled, with terrestrial television's percentage remaining the same, although this figure does not include the take for cable and satellite television. Radio has remained static, although its chances of building its share depends on whether the mainly-government controlled medium can show the sort of innovation displayed by Doordarshan.

The biggest loss in popularity because of the advent of new media has been suffered by cinema. Producing 800 movies and tv films annually the industry remains the largest in the world, but cinema attendances have slumped in the last few years in the face of pay tv's popularity, as well as the more salacious fare offered on videotapes and laser discs, even if these are officially not allowed to be shown in public in this country of puritan mores, at least on the surface.

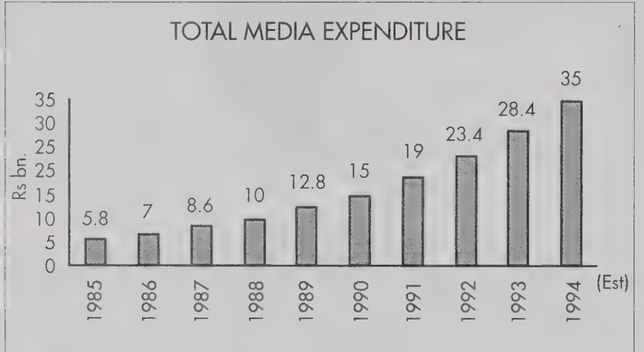
In a country of India's size and diversity trying to forecast its future path might be a sizable gamble. However it may well become Asia's premier television market if the government continues to liberalise the medium, especially given the number one nation China's continued attempts to keep television as an instrument of state policy. India's sheer weight of numbers and its enthusiastic reception of pay tv marks it as a country to watch in the coming millennium.

**Total Media Expenditure**



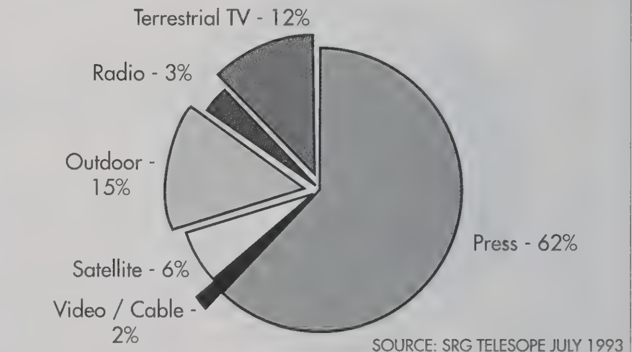
SOURCE: SRG TELESOPE JULY 1993

**Media Spend Shares 1994 (est)**



Source: the network, The Ogilvy Company

**Media Spend Shares 1985**



SOURCE: SRG TELESOPE JULY 1993

# Indian Broadcaster's Association

Broadcasting has not remained the same, thanks to the proliferation of the Satellite channels and terrestrial Cable systems. Television is fast emerging as an alternative center of media power to emerge as the 'Fifth Estate' with it's reach and glamour transcending barriers of culture, geography and literacy.

While programming on television has been revolutionized, one also has to keep in mind the cultural ethos, value systems and rich heritage that our country is rightly proud of. The present challenge to the Indian nation is to bring some sense of discipline to this u`nprecedented boom in Cable and Satellite channels.

A long felt need of the Indian broadcasting fraternity was fulfilled with the formation of the Indian Broadcaster's Association (IBA). With the leading Cable and Satellite TV Players of the Indian subcontinent as it's members, viz. Zee Telefilms Ltd., Hindustan Times-Pearson Group TV, Modi Entertainment TV, Eenadu TV, BITV and Sun TV. As Mr. Subhash Chandra, Chairman of Zee TV and IBA's president said at the Association's Founder - Members' meeting, "... Worldwide, the advertising and marketing profession recognises the distinctiveness of Cable and Satellite homes as opposed to terrestrial TV broadcasting."

The main objectives of the IBA is to promote and safeguard the trade and commercial interests, and the future of the broadcasting industry in India are; provide an authentic source of information, communication and advisory services of the industry to all concerned, to evolve a code of conduct for the industry, it's suppliers and it's clients including advertisers and advertising agencies; to register and accredit those voluntarily subscribing to this code; and, to monitor the compliance by subscribers. This seeks to encourage and maintain the high level of business and professional integrity, and to promote better understanding between the broadcaster members, government and the public.

Admission to IBA is open to any organization, firm or company which independently conducts the business of broadcasting and conforms to the minimum standards of business practice and professional skills prescribed by the Association. It will go a long way in encouraging friendly relations and unanimity amongst it's members on one hand, and to associate, co-operate and affiliate the Association to the other established Asian and world federations with similar objectives.

## ASSOCIATIONS

### Indian Broadcasters Association
c/o Continental Building, 135 Dr. Annie Besant Road, Worli, Bombay 400 018, India
*Tel:* 91 22 493 1930
*Fax:* 91 22 493 1938
**Contact:**
Mr. Digvijay Singh, Director
Mr. Ashutosh

### National Satellite & Cable TV Association
908-B, Twin Towers Lokhandwala Complex, Andheri (W), Bombay 400 053 India
*Tel:* 91 22 626 2421
*Fax:* 91 22 629 0009
**Contact:**
Mr. Sudeep Malhotra
Mr. Dinyar Contractor, Director, Marketing

## BROADCASTERS

### Doordarshan
DD Bhawan, Mandi House
New Delhi 110 001 India
*Tel:* 91 11 382 328
*Fax:* 91 11 381 905
**Contact:**
Mr. R. Basu, Director General
Mr. K. Kunhikrishnan, Dy. Director General

### NEPC Television
36 Wallajah Rd., Madras- 600 002, India
*Tel:* 91 44 8525041
*Fax:* 91 44 8522553
**Contact:**
Mr. Rajkumar, Dir.
**Terrestrial:** Yes
**Basic:** Yes
**Satellites and Transponders:**
Intelsat 703, 20hrs/week

## SATELLITE BROADCASTERS

### Amitabh Bachan Corporation Limited
Ajanta Hotel Complex, 8 Juhu Tara Road, Juhu
Bombay 400 049, India
*Tel:* 91 22 610 4137
*Fax:* 91 22 610 4138

### Asianet
1C Apex Plaza, 3 Nungambakkam High Road
Madras 600 034 India
*Tel:* 91 44 826 0731
*Fax:* 91 44 827 2604

### Asia Television Network Ltd.
1/F Warden House, Sir PM Road
Bombay 400 001 India
*Tel:* 91 22 287 2295

### ATN Cable Video Pvt Ltd.
1402 Oberoi Tower, Nariman Point
Bombay 400 021 India
*Tel:* 91 22 202 4343

### BITV
268 Masjid Mosh, New Delhi, 110 049 India
*Tel:* 91 11 622 3539
*Fax:* 91 11 646 5648

### CNN
4 Dara House, 15th Road Bandara (W)
Bombay 400 050 India

### Channel [V]
News Television of India, Sanghrajka House, 3/F, 431 Lamington Road
Bombay 400 004 India
*Tel:* 91 22 382 5783

### DD Metro
Doordarshan Bhavan, Mandi House, Copernicus Marg, New Delhi 110 001 India
*Tel:* 91 11 338 2094
*Fax:* 91 11 338 6507

### EL TV
New Prakash Cinema Building, N.M. Joshi Marg, Lower Parel (E), Bombay 400 011 India
*Tel:* 91 22 493 6600
*Fax:* 91 22 493 1938
**Contact:**
Ms. Meenakshi Madhvani, Vice President

### ESPN India
F 40, South Sxtension Paret 1, New Delhi 110049, India
*Tel:* 91 11 464 9194
*Fax:* 91 11464 9195

### Golden Eagle
24 Cp Ramasamy Road
Alwarpet, Madras 600 018 India
*Tel:* 91 44 499 0232
**Contact:**
Mr. M. Murugan, CEO

### H.T. Vision Limited (HTV)
D5 Green Park, New Delhi 110 016 India
*Tel:* 91 11 696 8340
*Fax:* 91 11 696 8341

### In Mumbai
1/B Param Plaza, JR Mhatre Marg, Ruia Park
Juhu, Bombay 400 049 India
*Tel:* 91 22 620 4350
*Fax:* 91 22 625 1469

### Jain TV
Jain Studios Campus, Scindia Villa, Sarojini Nagar, New Delhi 110 023 India
*Tel:* 91 11 611 4530
*Fax:* 91 11 687 3015
**Contact:**
Dr. J.K. Jain, President
Ms. Shalini Dhanda, Director, Programs
Ms. Sadhna Bhardwaj, Director, Sales
**Monthly Charge:** Free To Air
**Basic:** Yes
**Satellites & Transponders:**
Pas 4
**Year Established:** 1994

### News Televions PVT Ltd.,
3/F Sanghrajkha Hse., 431 Lamington Rd., Mumbai 400004 India
*Tel:* 91 22 383 5183
*Fax:* 91 22 383 5151
**Contact:**
Mr. Gene Swinstead, Managing Dir.
Mr. Jules Fuller, D.G.M.
Mr. Sunita Rajan, Head of Marketing
**Satellite:** Yes
**Year Established:** 1994

### Plus Channel Ltd.
Ajanta Complex, 8 Tuhu Tara Road
Bombay 400 049 India
*Tel:* 91 22 614 4993
*Fax:* 91 22 610 0488

### Sahara India TV Network
S.V. Road, Goregaon West
Bombay 400 062 India
*Tel:* 91 22 873 8825
*Fax:* 91 22 873 8824

### Sun TV
268/269, 2/F Anna Sakai, Teynempet
Madras 600 018 India

### V TV
10 D Manju Mahal, Pali Hill, Bandra (W)
Bombay 400 050 India
*Tel:* 91 22 649 3539

### Worldwide Entertainment Group
8 Palm Crest, Main Avenue
Santa Cruz West, Bombay 400 054 India

### Zee TV
Continental Building
135 Dr. Annie Besant Road
Worli, Bombay 400 018 India
*Tel:* 91 22 493 6600
*Fax:* 91 22 493 1938
**Contact:**
Mr. Digvijay Singh, E.V.P.

## CABLE OPERATORS

### 3 S Movies
Jugsalai / ce Factory Building
102 Station Road, P.O.- Jugsalai
Jamshedpur, Bihar, 831006 India
*Tel:* 91 657 434 144
*Fax:* 91 657 423 828
**Contact:**
Mr. Amritpal Singh Sokhi
Mr. Shiv Kumar Agarwal
**Number of Subs:** 150
**Monthly Charge:** 75 Rs.
**Year Established:** 1993

### 7th Channel Cable TV Network
A. Kanagabushanam, No:22 Ramasundaram Street, Salem 636001 India

***Tel:*** 91 261918
**Contact:**
Mr. G. Suriyakumar, D.M.E.
**Number of Subs:** 300
**Monthly Charge:** 100 Rs
**Year Established:** 1989

### A.V. Cable T.V. Network
A-357 Shastri Nagar, New Delhi 110 052 India
***Tel:*** 91 11 355 4197
**Contact:**
Mr. Anup Anand, Owner
**Number of Subs:** 200
**Monthly Charge:** 100 Rs.
**Year Established:** 1991

### Adrushta Cable Television
4-61-2, Lawson's Bay Colony
Visakhapatnam 530 017 India
***Tel:*** 91 891 554 749
***Fax:*** 91 891 531 638
**Contact:**
Mr. Subrahmanya Kambhatla, Proprietor
**Number of Subs:** 500+
**Monthly Charge:** 100 Rs
**Year Established:** 1989

### Alfa Satellite Cable Network
25, 5th Main Rd., Kasturba Nagar, Adyar
Madras 600 020 India
***Tel:*** 91 44 415 063
**Contact:**
Mr. Balaji Seetharaaman
**Number of Subs:** 1000
**Monthly Charge:** 100 Rs
**Premium Channels:** Yes
**Year Established:** 1992

### Amphetronix Ltd.
Plot 105, Bhosari Indl Area
Pune, 411 026 India
***Tel:*** 91 212 790 481
***Fax:*** 91 212 790 581
**Contact:**
Mr. TK Venugopal, D.G.M. (Mktg)
**Number of Subs:** 10000+
**Year Established:** 1970

### AVA & Puja Cable Link
20/14B, Mwrari Pukwr Road
Calcutta 700 067 India
***Tel:*** 91 33 351 4635
**Contact:**
Mr. Paul Sujit Kumar
**Number of Subs:** 400
**Monthly Charge:** 100 Rs.
**Year Established:** 1995

### Bhatia Network System
R-6 Madnav Baug Jambli Gally
Borivali(w) Bombay 400092, India
***Tel:*** 91 22 80 62140
**Contact:**
Mr. Piyusn Bhatia, Proprietor
Mr. Sharad Bhatia, Manager
**Number of Subs:** 4000
**Monthly Charge:** 100 Rs.
**Year Established:** 1984

### Bobby Cable Vision
5/5, Singh Sabha Road, Shakti Nagar
New Delhi 110 007 India
***Tel:*** 91 11 194 3403
**Contact:**
Mr. Jaspal Singh Lamba
**Satellite:** Yes
**Number of Subs:** 500+
**Monthly Charge:** 125 Rs.
**Year Established:** 1991

### Cable Vision Network (M.G)
F-112, Mansarover Garden
New Delhi 110 015 India
***Tel:*** 91 11 532 230
***Fax:*** 91 11 546 3871
**Contact:**
Mr. Chander Deep Singh Bhatia, Director
**Number of Subs:** 1000+
**Monthly Charge:** 150 Rs.
**Year Established:** 1991

### Calcutta Amenities Development Pvt Ltd
3-B, Camac Street, B-Block, 3/F
Callutta 700016 India
***Tel:*** 91 33 292 2786
***Fax:*** 91 33 297 665
**Contact:**
Mr. Pradeep Singh Mehta
**Number of Subs:** 850
**Monthly Charge:** 150 Rs
**Year Established:** 1991

### Century Entertainment Network
#29 College Road, Madras 600 006 India
***Tel:*** 91 44 827 8449
***Fax:*** 91 44 825 2828
**Contact:**
Mr. M.M. Philip
**Number of Subs:** 5000
**Monthly Charge:** 180 Rs
**Year Established:** 1991

### Channel 2001
9/11, Burjorjee Bharucha Marg
Machinery House, Bombay 400 023 India
***Tel:*** 91 22 267 1677
***Fax:*** 91 22 267 5808
**Contact:**
Mr. Ramesh Parshni
**Year Established:** 1992

### Channel One
C-639, New Friends Colony
New Delhi 110 065 India
***Tel:*** 91 11 683 2433
***Fax:*** 91 11 683 6047
**Contact:**
Mr. George Paul
**Year Established:** 1986

### City Channels
No: 60C, Robertson Road, R.S. Puram West
Coimbatore 641 002, India
***Tel:*** 91 0422 430 962
***Fax:*** 91 0422 435 790
**Contact:**
Mr. K.R. Kumar
**Number of Subs:** 300
**Monthly Charge:** 100 Rs.
**Year Established:** 1991

### C-More Network
67, Maharani Road, Indore, 452 007 India
***Tel:*** 91 731 542 691
***Fax:*** 91 731 535 596
**Contact:**
Mr. Anand Prakash Gupta, Managing Director
**Number of Subs:** 10000
**Monthly Charge:** 100 Rs
**Year Established:** 1990

### Compass Investment Pvt. Ltd.
30, Ramlal Chowk L.V. Complex
Solapur 413 001 India
**Contact:**
Dr. Mandj Jain
**Number of Subs:** 115
**Monthly Charge:** 75 Rs.
**Year Established:** 1994

### Consolidated Network
E-88, Greater Kailash-I, New Delhi 48 India
***Tel:*** 91 11 648 0134
***Fax:*** 91 11 646 0074
**Contact:**
Mr. Kashi Samaddar, Director
Mr. D.D. Sansal, Director
Mr. Amitab Bhatt, Director
**Number of Subs:** 100,000
**Monthly Charge:** 100 Rs.
**Year Established:** 1995

### Dmillon Cable Net
Opp. Edward Ganj Hospital
Malout 152 107 India
**Contact:**
Mr. K.B.S. Dmillon
**Monthly Charge:** 100 Rs.
**Year Established:** 1990

### Ganesh Cable Services
A-101, Laxman Smruti, Shsikhaude Wadi,
Manpada Road, Dombivli 421 201 India
**Contact:**
Mr. Yatin Nilkanth Ghone
Mr. Anil Gajanan Mali
**Number of Subs:** 800
**Monthly Charge:** 75 Rs
**Year Established:** 1991

### Goodluck Enterprises
98 Railway Lines, Solapur (M.S.) 413 001 India
***Tel:*** 91 217 298 23
**Contact:**
Dr. Cillan Irani
Mr. Bharaj Bhagwat
**Number of Subs:** 150
**Monthly Charge:** 100 Rs
**Year Established:** 1990

### High Tech Vision
A-10, Riviera, 402, South Main Road,
Koregaon Park, Pune 411 001 India
***Tel:*** 91 212 634 073
***Fax:*** 91 212 631 508
**Contact:**
Mr. Sundeep Roy Vaish

Mrs. Parul Vaish
**Number of Subs:** 1000
**Monthly Charge:** 150 Rs.
**Year Established:** 1992

### Interlink Communications
121570 Doctar House, Lalgate Surat
Surat (Guj), 395 003 India
***Tel:*** 425 477
***Fax:*** 668 760
**Contact:**
Mr. Dushyant Gajendra Patel
**Year Established:** 1995

### Jagdamba Cables
26/1503 Nai Wala
Karol Brgh, New Delhi 110 005, India
***Tel:*** 91 11 576 4443
***Fax:*** 91 11 777 3684
**Contact:**
Mr. Pankaj Sethi
**Number of Subs:** 550
**Monthly Charge:** 150 Rs
**Year Established:** 1992

### Jalalabad Cable Network
1211/1, M.C. Lane, Railway Road, Jalalabad - West 152 024 (PB) India
***Tel:*** 91 01638 50512
***Fax:*** 91 0172 702990
**Contact:**
Mr. Ahn Skywaves
Mr. D.S. Komal
Mr. M.S. Komal
**Number of Subs:** 1000+
**Monthly Charge:** 75 Rs
**Year Established:** 1989

### Jel Products & Services
43-18-26, Venkataraju Nagar
Visakhapatnam 530 016 India
***Tel:*** 547 430
***Fax:*** 547 461
**Contact:**
Mr. Venkateswara Rao Challapalli
**Number of Subs:** 550
**Monthly Charge:** 75 Rs
**Year Established:** 1993

### JoJo Cable Network
10, Karaneeswarar Koil Street
Mylapore, Tamilnadu, Madras 600 004 India
***Tel:*** 91 44 846 793
**Contact:**
Mr. Jo Jo Roy
**Number of Subs:** 250
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### Kabilpor Bazar
Navsari 396 424 India
***Tel:*** 91 02637 59927
**Contact:**
Mr. Jayesh Maganlal Patel
**Number of Subs:** 205
**Monthly Charge:** 70 Rs
**Year Established:** 1993

### Kala Vidio Channel Line
85/1012, Paras Nagar, 1, Sola Road,
Narurpurun, Ahmedabad 3800013 India
***Tel:*** 748 1630
**Contact:**
Mr. Naresh. J. Kalan
**Number of Subs:** 700
**Monthly Charge:** 60 Rs

### Karol Bagh Network Pvt Ltd.
53/2, Desh Bandju Gupta Road
New Delhi 110 005 India
***Tel:*** 91 11 575 3614
***Fax:*** 91 11 572 0326
**Contact:**
Mr. Tajender Chawla Rakesh Bhatia
Mr. Vikas Bhatia
**Monthly Charge:** 125 Rs
**Year Established:** 1994

### Kumar Cable T.V. Network
Shop No. 9-A, First Floor, Sector-I
Pusph Vihar (Saket), New Delhi 110 017 India
***Tel:*** 91 11 696 4004
***Fax:*** 91 11 696 5266
**Contact:**
Mr. Suresh Kumar
**Number of Subs:** 250
**Monthly Charge:** 120 Rs
**Year Established:** 1991

### Madhu Videptec Pvt Ltd
Year Established: 1987, A/4, Juhu Apartments,
Juhu Road, Behind Lido Cinema,
Santacruz (W), Bombay 400 049 India
***Tel:*** 91 22 648 6936
***Fax:*** 91 22 648 6807
**Contact:**
Ms. Maudula Dand, Chairman & M.D.
Mr. Hirachand Dand, Director Marketing
Mr. M.R. Subramaniam, Executive

### Metro Entertainment Network
Century Towers, 46 Barnaby Road, Kilpauk
Madras 600 010 India
***Tel:*** 91 44 641 2629
***Fax:*** 91 44 642 0825
**Contact:**
Mr. Prasad Mathew
**Number of Subs:** 3000
**Monthly Charge:** 150 Rs
**Year Established:** 1991

### M M Cable Network
99-B Masjid Moth (Ndse II)
New Delhi 110 49 India
***Tel:*** 91 11 647 8159
**Contact:**
Mr. Ravi Gupia
**Monthly Charge:** 125 Rs
**Year Established:** 1993

### M/S. Exclusive Cable Network
446, II Cross, I Stawe, Indirawagar
Bangalore 560 038 India
***Tel:*** 525 4106
**Contact:**
Mr. N. Sainath Rao Sigundhe
**Number of Subs:** 3250
**Monthly Charge:** 120 Rs
**Year Established:** 1990

### M/S. Khyati Worldwide Communication
Shop No. 41, Gandhi Market Minto Road
New Delhi 110 002 India
***Tel:*** 91 11 323 2821
**Contact:**
Mr. Shri Vinod Chauhan
Mr. Shri Suresh Chopra
**Number of Subs:** 500
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### M/S. Modsat Communication
335, Ngef Layout, Sadananda Nagar
Indiranaud (Post) Bangalore 560 038 India
***Tel:*** 91 80 528 5703
**Contact:**
Mr. N. Sainath Rao Sgundhe
**Number of Subs:** 500
**Monthly Charge:** 120 Rs
**Year Established:** 1993

### M/S Netcom Satellite Services
11/52, Sathy Main Road
Sirvmvgai (P'O) Coimbatore, 641 302 India
***Tel:*** 04254 52046
**Contact:**
Mr. S. R. Elangovan Elango
**Number of Subs:** 150
**Monthly Charge:** 100 Rs
**TVRO**
**Year Established:** 1992

### M/S Prime Network
519, 7th Cross, 10th Main, Hal III Stawen
Bangalore 560 038 India
***Tel:*** 525 4106
**Contact:**
Mr. N. Sainath Rao Sigundhe
**Number of Subs:** 1800
**Monthly Charge:** 120 Rs
**Year Established:** 1992

### M/S. Rohit-Vision
4, Victory Mansion, Sitladevi Temple Road,
Mahim, Bombay 400 016 India
***Tel:*** 91 22 445 7908
***Fax:*** 91 22 437 8829
**Contact:**
Mr. Ravi Agrawal
**Number of Subs:** 250,000
**Monthly Charge:** 100 Rs
**Year Established:** 1984

### M/S Satellite Vision
Pancharatna Apartments, Flat No. 314 'A' Rear,
Bhairobanan, Pune 411 013 India
***Tel:*** 91 212 674 636
**Contact:**
Mr. Mohan Padmanabhan
**Number of Subs:** 1000
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### M/S Satvision
106 A/D, Gandhi Nagar
Jammu, Tawi 180 004 India

With quality entertainment for the whole family, Sony Entertainment Television is already a popular choice of viewers across the country.

In a mere eight months starting 8th October, 1995, Sony Entertainment Television has established an all India penetration of 7.12 million homes ( source : Indian Market Research Bureau- December 15,1995 to January 15, 1996 study).

And this is just the begining.

With the establishment of a state-of-the-art studio and indigenous development of entertainment software, we are confident that viewers will find it hard to switch to anything else.

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SONY
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Television

**Sony Entertainment Television** is an exclusive, free-to-air Hindi entertainment channel offering some of the most exciting, innovative programming on air today in more than 120 countries, 18 hours a day.

The channel is staffed by some of the best TV and entertainment professionals, and it has emerged as the locomotive on the high-profile PanAmSat-4 platform. Within merely 6 months of commencing operations, the channel achieved the unprecedented by establishing a dedicated following of over 7.12 million homes in India alone, and more on the rest of its footprint.

Broadcast digitally from the state-of-the-art Asia Broadcast Centre in Singapore, the Sony Entertainment Television footprint spans over 120 countries - it covers the Indian Ocean and stretches from Japan in the East to Great Britain in the West. It is committed to bringing its millions of viewers over 1,000 hours of original programming in the first year alone, and plans to spend a fortune on new productions, along with a hitherto unmatched dedication to professional market research.

What boosts Sony Entertainment Television's primetime programming are several mega productions including mythologicals, comedies, thrillers, dramas, film-based shows and innovative game shows, including the world famous Wheel of Fortune. Also, the channel has access to the fabulous software of over 20,000 hours of Columbia Tristar International Television, a Hindi film library of over 400 successful films, and an unprecedented first in the Asian subcontinent - the largest ever volume of super-successful original English programmes dubbed into Hindi including The Young and the Restless, I Dream of Jeannie, Dennis the Menace, and many more.

Sony Entertainment Television's excellent programming mix is matched by its slick channel look, further boosted by the state-of-the-art post-production facilities.

Sony Entertainment Television's pedigree is as breathtaking as its success has been : other Sony companies, synonymous with quality and innovation in all areas of entertainment are Sony Pictures Entertainment, a box-office powerhouse of over 4,000 films; Sony Pictures Imageworks, a show-stopping creator of state-of-the-art special effects; Sony Music, a chart-topping leader representing the world's hottest recording artists, and Sony Television Entertainment, a programming innovator with over 20,000 hours of the world's favourite comedy, drama, mystery, romance and action. Sony also has a number of television channels worldwide, with Germany's new music channel Viva, Asia's Channel V, Australia's TV-1, along with HBO Ole and Cinemax in Latin America, and the US's Game Show Network.

From Sony, one of the most recognizable brand names in the world ... Sony Entertainment Television, already one of the most recognizable brand names amongst Hindi channels in India and in 120 countries the world over.

**Contact : Ms. Michelle Ye**
**(International Sales),**
**SET SATELLITE (SINGAPORE) PT**
**Asia Broadcast Centre,**
**20, Loyang Crescent,**
**Singapore - 508 984**
**Tel. : (0065) 5480600 .**
**Fax : (0065) 5480609**

***Tel:*** 91 450 736
**Contact:**
Mr. Satbir Singh
**Number of Subs:** 260
**Monthly Charge:** 150 Rs
**Year Established:** 1991

### M/S Showbiz Cable Network
326 Kailash Towers, East of Kailash
New Delhi 110 065 India
***Tel:*** 91 11 641 8295
***Fax:*** 91 11 622 5293
**Contact:** Mr. Shouvik Dasgupta
**Number of Subs:** 500+
**Monthly Charge:** 150 Rs.
**Year Established:** 1991

### M/S. Space Vision
216, Khetwadi 10th Lane
Dinanath Compound, Bombay 400 004 India
***Tel:*** 91 22 388 5573
**Contact:** Mr. Bipin Kori
**Number of Subs:** 75,000
**Year Established:** 1980

### M/S. T.F.C. & Co
C-7/227A, Lawrence Road
New Delhi 110 035 India
***Tel:*** 91 11 719 5645
***Fax:*** 91 11 718 9642
**Contact:**
Mr. Paritosh Grover
Mr. Gwlshan Dhingra
**Number of Subs:** 600
**Monthly Charge:** 125 Rs
**Year Established:** 1992

### M/S. The City Cable
14, S.Y.B. Marg, Rest Camp
Dehradoon (W.P) 240 008 India
***Tel:*** 91 0135 622 381
**Contact:**
Mr. Pradeep Kathwria
**Number of Subs:** 300
**Monthly Charge:** 100 Rs
**Year Established:** 1994

### M/S. Tin Tin Cable TV Network
H-161, Ashok Vihar Phase-I
New Delhi 110 052 India
***Tel:*** 91 11 724 1857
**Contact:**
Mr. Ravi Toora
**Number of Subs:** 400
**Year Established:** 1992

### M/S. Ultra Movie Channel
2-C, Thakkar Indl. Estate, 3/F, Joshi Marg,
Lower Parel (E), Mumbai 400 011 India
***Tel:*** 91 22 306 1554
***Fax:*** 91 22 306 1557
**Contact:**
Mr. Suresh Chandra Parasrampuria
Mr. Satyanarayan Agrawal
Mr. P. Jaykumar Nair
**Year Established:** 1994

### M/S View Entertainers
108, Samy Iyer New Street
Coimbatore 1 (West) Tamil Nadun
Coimbatore 641 001 India
***Tel:*** 91 422 398 912
**Contact:**
Mr. K. Sriram
Mr. R. Satish
Mr. H. Sridhar
**Number of Subs:** 500
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### Multi Channel Club
43-18-26, Venkataraju Nagar
Visakhapatnam 530 016 India
***Tel:*** 547 430
***Fax:*** 547 461
**Contact:**
Mr. Venkateswara Rao Challapalli
**Number of Subs:** 4500
**Monthly Charge:** 35 Rs
**Year Established:** 1989

### Multi Channel Co-operative
7, Gobinda Sen Lane, Calcutta 700 012 India
***Tel:*** 91 33 2419 419
**Number of Subs:** 125
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### Multi Vision
601, Tanman Apartments, D.V. Colony
Secunderabad 500 003 India
***Tel:*** 91 40 844 715
**Contact:**
Mr. Jitender Parasram
**Number of Subs:** 5000
**Monthly Charge:** 100 Rs
**Year Established:** 1975

### Sabari & Aarthi Cable Service (SAACS)
69, Anna Nagar, (Via) Erode, Tamil Nadun
Bhavani 638 302 India
***Tel:*** 20011
**Contact:**
Mr. Subramaniam, Director
**Number of Subs:** 400
**Monthly Charge:** 75 Rs
**Year Established:** 1992

### Sethi Cable Network
642, Gaushalla Road
Fazilka 152 123 (Punjab) India
***Tel:*** 91 1638 63327
**Contact:**
Mr. Kanwal Sethi
Mr. Munish Sethi
**Number of Subs:** 500
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### Shaymbazar Cable Link
4/1, Kalachernd Saryal Lane Shyambazar
Calcutta 700 004, (West Bengal) India
***Tel:*** 91 33 555 6427
**Contact:**
Mr. Sharibal Banerjer
**Number of Subs:** 500
**Monthly Charge:** 100 Rs
**Year Established:** 1991

### Shivay Home Cable TV Network
23/18A Tilak Nager
New Delhi 110 018 India
***Tel:*** 91 11 543 0717
**Contact:**
Mr. Manoj Sehgac
**Monthly Charge:** 125 Rs
**Year Established:** 1991

### Sivavision
9 Nanasimhapuram, Madras 600 004 India
***Tel:*** 91 44 493 6488
**Contact:**
Mr. G. Usha

### Sky Way Communications(India)
42, Gagan Colony, Batala Rd.,
Amritsar, Punjab, 143001 India
***Tel:*** 275751
***Fax:*** 228546
**Contact:**
Mr. Hemant Sood, Partner
Mr. Sanjay Kumar, Partner
Mr. Jasnant Singh, G.M.
**Cable Station:** Yes
**Number of Subs:** 5,000
**Monthly Charge:** 150 Rs.
**Premium Channels:** Yes
**CATV, MATV, SMATV**
**Year Established:** 1991

### Skynet
S-110, Panchshila Park
New Delhi 110 017 India
***Tel:*** 91 11 648 3302
***Fax:*** 91 11 644 2676
**Contact:**
Mr. V. Gupta
Mr. S.K. Das
Mr. A. Chowdary
**Number of Subs:** 1500
**Monthly Charge:** 150 Rs
**Year Established:** 1991

### Soumya Sat Vision Cable Network
69 Kannankulangara, Tripnnithhra, Cochin
682 301 India
**Contact:**
Mr. P.S. Somanathan, Proprietor
**Monthly Charge:** 125 Rs
**Year Established:** 1991

### Sri Jayadeva Electronics
K.T. Street Arsikere 573 103 India
***Tel:*** 32279
***Fax:*** 32279
**Contact:**
Mr. J.S. Murugendra
**Number of Subs:** 1000
**Monthly Charge:** 75 Rs
**Premium Channels:** Yes
**Year Established:** 1985

### Sri Venbleshwara Cable
No 2245, Subramanya Magar Bangalore - 21,
Sri Rampuram 21, Bangalore India
***Tel:*** 91 80 342 1298
**MMDS**
**Radio:** Yes

**Terrestrial:** Yes
**Number of Subs:** 15000
**Monthly Charge:** 100 Rs
**Basic:** Yes
**Year Established:** 1990

### Star Times
988, R.G. Street, Coimbatore, 1, Tamil Nandu
Coimbatore 641 001 India
***Tel:*** 91 422 398 649
**Contact:**
Mr. V. Mohanray
**Number of Subs:** 200
**Monthly Charge:** 100 Rs
**Year Established:** 1993

### Sun Video Vision
Kablipor Bazar, Navsari 396 424 India
***Tel:*** 91 2637 59927
**Contact:**
Mr. Jayesh Maganlal Patel
**Number of Subs:** 205
**Monthly Charge:** 70 Rs
**Year Established:** 1991

### Supeshchandara Electronics
244, Peth Bhag Burud Galli Sangli
Sangli 416 416 India
***Tel:*** 77021
**Number of Subs:** 200
**Monthly Charge:** 100 Rs
**CATV**
**Year Established:** 1990

### Supreme Cable Vision
Waghela Bhavan, J.P. Nagar, Opp Canara
Bank, Goregaon (East), Bombay 400 063 India
***Tel:*** 91 22 872 3162
***Fax:*** 91 22 873 0488
**Contact:**
Mr. Ashok Khamesra
**Number of Subs:** 1000
**Monthly Charge:** 100 Rs
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1975

### Tele Link Cable System
14/C, Seal's Garden Lane
Calcutta 700 002 India
**Contact:**
Mr. Sukumar Haza
**Number of Subs:** 400
**Monthly Charge:** 75 Rs
**Year Established:** 1991

### T.S. Starvision
4C, Purshottau Bldg, Tribhuvan Road
Bombay 400 004 India
***Tel:*** 91 22 387 2309
***Fax:*** 91 22 389 3007
**Contact:**
Mr. Kawal Shahpui
**Number of Subs:** 400
**Monthly Charge:** 75 Rs
**Year Established:** 1989

### United Cable Network
18, Siddhivinayak, Keluskav Rd (North)
Shivaji Park, Mumbai 400 028 India
***Tel:*** 91 446 3077
***Fax:*** 91 436 2309
**Contact:**
Mr. Mohan Nayar
**Number of Subs:** 100,000
**Monthly Charge:** 100 Rs
**Year Established:** 1988

### United Satellite Network (P) Ltd.
9-A, Richmond Towers
Richmond Road, Richmond Town
Bangalore 560 025 India
***Tel:*** 91 223 4375
**Contact:**
Mr. M. Panthaki (Ret), Director
Mr. Malcolm Pereira, Director
Mr. M. M. Ganesh, Director
**Number of Subs:** 3000
**Monthly Charge:** 150 Rs
**Year Established:** 1993

### Videotec Vision
569, Shantinagar, Sahakar Nagar II, Chembur
Bombay 400 071 India
***Tel:*** 91 22 522 9839
**Contact:**
Mr. Debu Mukherjee
Mr. Asha Mukherjee
**Number of Subs:** 200
**Monthly Charge:** 50 Rs
**Year Established:** 1991

### Viswadarshan Management
163, Sarat Chatterjee Road
Pa Rasreen, Calcutta 700 060 India
***Tel:*** 91 33 478 7910
**Contact:**
Mr. Aioke Mukherjee
**Number of Subs:** 500
**Monthly Charge:** 150 Rs
**Premium Channels:** Yes
**Year Established:** 1991

### World Vision
A-279 Kalkaji, New Delhi 110 019 India
***Tel:*** 91 11 643 4162
**Contact:**
Mr. B. Blushah,
**Number of Subs:** 150
**Monthly Charge:** 100 Rs
**Year Established:** 1994

### World Visions
43-18-26, Venkataraju Nagar
Visakhapatnam 530 016 India
***Tel:*** 547 430
***Fax:*** 547 461
**Contact:**
Mr. Venkateswara Rao Challapalli
**Number of Subs:** 700
**Monthly Charge:** 100 Rs
**Premium Channels:** Yes
**Year Established:** 1992

## PROGRAM SUPPLIERS/ DISTRIBUTORS

### Encore Cable Associates
3, Victory Mansion, Sitladevi Temple Road,
Mahim, Bombay 400 016 India
***Tel:*** 91 22 452 033
***Fax:*** 91 22 467 847
**Contact:**
Mr. Yogesh Radhakrishnan, Director

### Hansavision
Sire Mansions - III Floor, 621 Anna Salai
Madras 600 006 India
***Tel:*** 91 44 825 9725
***Fax:*** 91 44 827 4154

### HTV Limited
18-20, Kasturba Gandhi Marg
New Delhi 110 001 India
***Tel:*** 91 11 375 5458
***Fax:*** 91 11 371 2024
**Contact:**
Mr. R.P. Aggarwal, Advisor - Project

### I.V. Communications Ltd
I.V.C. House-88, Greater Kailash-i
New Delhi 110 048 India
***Tel:*** 91 11 643 0145
***Fax:*** 91 11 646 0074
**Contact:**
Mr. Kashi Samaddar, Vice President

### Modi Enterprises
Nirlon House, Dr. Annie Besant Road, Worli
Bombay 400 025 India
***Tel:*** 91 22 493 7391
***Fax:*** 91 22 493 2260
**Contact:**
Mr. S.K. Sood, Finance Manager
Mr. Lalit Kumar Modi, President
Mr. Nishchint Chawla, Business Manager

### Modi Entertainment Network Ltd.
D-969, New Friends Colony
New Delhi, 110065, India
***Tel:*** 91 11 692 7301
***Fax:*** 91 11 692 7300
**Contact:**
Mr. Anthony Valerian D'Silva
Mr. Nischint Chawla
Mr. Ajayn Nijhawan
**Satellites & Transponders:**
ESPN is available in Pas 4, Transponder 5C

### Star Network Services
K.47, Sector XI, Noida 201 301 India
**Contact:**
Mr. K.K. Thomas, Director
Mr. P.D. Varghese, Manager
Mr. K.R. Sathyanathan, Enginreer
**Number of Subs:** 300
**Monthly Charge:** 100 Rs.
**Year Established:** 1993

### Television Program Company
303 Sona House, 167/8 Julena
Okhla Road, New Delhi 110 025 India
***Tel:*** 91 11 684 8283
**Contact:**
Mr. Matiur Rahman
**Year Established:** 1989

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alling all cable operators... If you'd like to be involved in the hannel [V] Awards 1996, roadshows, on-air contests nd other [V] events, call the Channel [V] team. Find out ow Channel [V] events can be an opportunity for you too.

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*Source: Survey Research Group (HK/Singapore/Taiwan) Frank Small & Associates Ltd., Indian Market Research Bureau Mode Research (India), DRB Lever Bros. (Pakistan) MERAC (Middle East)

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TV

# WHAT'S TV WITHOUT [V]

**Asia's no.1 music channel reaching over 220 million viewers across 60 countries.**

From India to Japan, Brunei to Siberia, there's one music television that people really identify with, and that's Channel[V].

The reason is simple. Channel [V] is not 'foreign' programming imported from elsewhere. It is created and produced in India, Taiwan, U.A.E... in fact, all across Asia.

Programmes on [V] are tailored to suit the tastes, opinions and culture of the audience watching the channel. So there's a Channel [V] to suit India, a different Channel [V] for China and Taiwan, a third for SE Asia and yet another for Thailand.

### [V] is not just on TV.

Channel [V] is out there on the streets, in colleges, pubs and discotheques ... everywhere young people gather. The 1996 Roadshow in Pune, Delhi, Calcutta, Bangalore and Madras was attended by over 75,000 people.

[V] viewers made the album *[V] Hits, The Ultimate Dance Collection* a big success - it sold 300,000 copies.

From advice columns in magazines written by VJs, to contests in record stores, your customers see [V] in their daily life. Another event this year will be the Channel [V] Awards 1996. As India's first ever pop music awards with voting by viewers and big prizes, it's going to be as exciting as Grammy Awards.

Channel [V] is a youth culture, a movement that attracts and involves millions of people. Naturally, it's nice for them to come home and be able to switch on to a channel they are familiar with, and that they feel a part of. Can you afford not to have India's youth culture on your cable network?

**As India's no.1 music channel, Channel [V] is where it all happens [V] is the definitive guide to the Indian and international music sce**

### [V] takes people places.

Winners of contests on Channel [V] have been to places around the world, from New York, Los Angeles and London to Amsterdam, Korea and Australia. They have had the opportunity to attend world famous music events, see live concerts and meet their favourite music stars, whether Michael Jackson or Alisha, backstage.

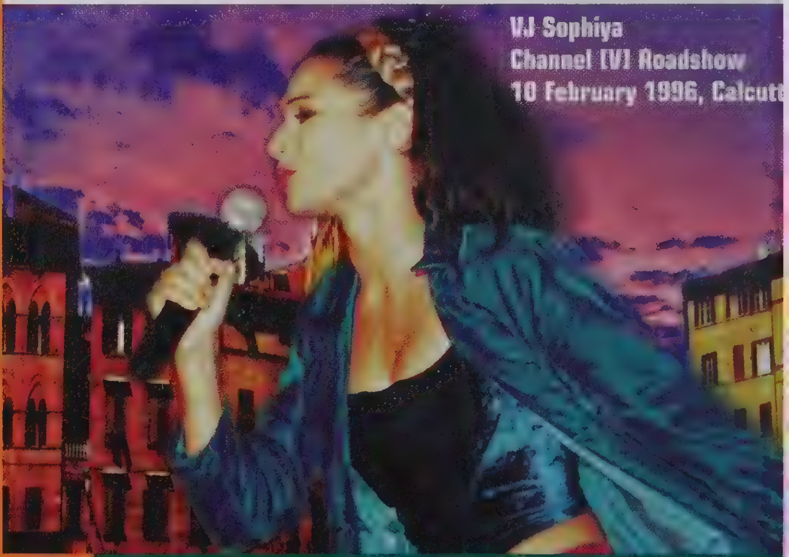
### What's hot, what's not

Ask any college kid these days and they'll tell you how important it is to be 'in'. 'In' with the fashions, 'in' with trends in music, 'in' with the latest news on rockstars ...

The U.S. Billboard Countdown, Indian Top 10, Asian Top 20 and Sonyallah keep viewers in touch with the latest in music. Fashio Police takes viewers into celebri homes, covers fashion shows, e [V] News is the one source for most information today's youngsters need to know.

### Your customers love our VJs.

Trey, Jaaved, Ruby, Alessandra, Sophiya and other VJs on Chanr [V] get thousands of fan letters from viewers. Channel [V] viewe want to look like the VJs, talk lik the VJs, and even be the VJs or Channel [V]! So don't be surpris if you suddenly discover that the girl in the building down the roa has suddenly joined [V] as a VJ!



VJ Sophiya
Channel [V] Roadshow
10 February 1996, Calcutt

**In Mumbai alone, Channel [V] is viewed by 3.1 million homes each week. Which is 28% of all individuals in Mumbai homes.***

# CHANNEL [V]. COMPULSORY

**Times Television**
7, Bahadurshah Zafar Marg
New Delhi 110 002 India
***Tel:*** 91 11 335 1516
***Fax:*** 91 11 371 5532
**Contact:**
Mr. Deepak Sikka, Manager
Mr. Arshad Alam, General Manager
Mr. Sanjay Bhasin, Dy. Manager, Market.
Mr. G. Krishnan, V.P.

**United Television**
A Block, Shivsagar Estate
Dr. A.B. Road Worli, Bombay 400 018 India
***Tel:*** 91 22 492 7158
***Fax:*** 91 22 493 6080

**Worldwide Entertainment Group**
8 Palm Crest, Main Avenue, Santacruz West
Bombay 400 054 India
***Tel:*** 91 22 605 1842
***Fax:*** 91 22 645 4554

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**Applied Electronics Ltd.**
Aplab House A-5 Wagel Ind Est
Thane, Bombay 400 064 India
***Tel:*** 91 22 532 1861
***Fax:*** 91 22 532 3137

**Angel Communication**
19, Capital Commercial Centre
Nr. Sanyas Ashram, Ashram Road
Ahmedabad 38009 India
***Tel:*** 91 79 657 6915
***Fax:*** 91 79 411 301
**Contact:**
Mr. Ramesh V. Patel Nitin Shah
**CATV, MATV, SMATV**
**Year Established:** 1991

**Avid Technology Inc (India)**
111/1 & 111/2 Dickenson Road
Bangalore 560 042 India
***Tel:*** 91 80 558 6719
***Fax:*** 91 80 558 6606

**Bajaj Intellvision**
#26, 2/F, 8th Main, Vasanthnagar
Bangalore 560 052 India
***Tel:*** 91 80 220 5394
***Fax:*** 91 80 223 6175
**Contact:**
Mr. Gopal Bajaj
**TVRO, CATV, MATV**
**Year Established:** 1990

**Bajrang & Co**
780 Oppana Kava Street
Coimbatore 641 001 India
***Tel:*** 91 422 397 633
***Fax:*** 91 422 392 660
**Contact:**
Mr. Suresh Hassaram
**TVRO, CATV**
**Year Established:** 1985

**Bancheti Electronics**
1/1A Bipalabi Anukul Chandra Street
Calcutta 700 072 India
***Tel:*** 91 33 268 111
***Fax:*** 91 33 265 811
**Contact:**
Mr. Sancheti Binod Kumar
Mr. Sancheti Ashok Kumar
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1984

**Bluecross Enterprises**
(1/1, E.V. Lane), 59, First Floor
Sadar Patrappa Road, (State Karnataka)
Bangalore 560 002 India
***Tel:*** 91 80 223 6771
**Contact:**
Mr. Zamin Aakari Ajani
Mr. Javeed Ashfaque
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1990

**Channel Master**
54 C, Jyoti Estate, Proctor Road
Bombay 400 007 India
***Tel:*** 91 22 387 9390
***Fax:*** 91 22 387 9335
**Contact:**
Mr. Devchand Haria
Mr. Sanjay Shah
**CATV, MATV, SMATV**
**Year Established:** 1993

**Chelur Satellite Communication Systems**
Chelur Building, Cochin 682016 India
***Tel:*** 91 484 369 962
***Fax:*** 91 484 360 182
**Contact:**
Mr. Jayasankar Raghava, Managing Director
Mr. Thomas Chacko, Manager
**TVRO**
**Year Established:** 1993

**Cinecita Comptronics Industries Pvt Ltd**
1076, Off Dr E Muses Road
Worli Bombay 400 018 India
***Tel:*** 91 22 492 9131
***Fax:*** 91 22 493 7440
**Contact:**
Mr. Shreeprakash Agarwal, Managing Director
Mr. Subhash Sharma, General Manager
Mr. Milan Gandhi, Senior Sales Executive
**Year Established:** 1986

**Corwear Eng (P) Ltd**
14, 9th Street, Dr. Radhakrishnan Road,
Mylapore, Madras 600 004 India
***Tel:*** 91 44 843 942
***Fax:*** 91 44 499 7005
**Contact:**
Mr. Sudhir Nathan, Director
Mr. P. Upendran, Director
**Satellite, TVRO, CATV, SMATV**
**Year Established:** 1984

**Daxco India**
16 Dr. Ambedkar Road
Kodambakkam, Madras 600 024 India
***Tel:*** 91 44 429 681

**Dectron Dishantenna Company**
44/1873, Ashoka Road
Kaloor. P.O. Cochin 682 017 India
***Tel:*** 91 484 347 969
***Fax:*** 91 484 540 108
**Contact:**
Mr. V.N. Satheesh Babu, Managing Partner
Mr. V.N. Santhosh, Marketing Manager
Mr. P.F. John, Technical Manager
**TVRO, MATV**
**Year Established:** 1994

**Deep Electronics**
133 Old Lajpat Rai Market
New Delhi 110 006 India
***Tel:*** 91 11 296 3428
**Contact:**
Mr. S. Jitender Singh
**TVRO, CATV, MATV, SMATV**

**Deltron Instruments**
3576 Netaji Surhash Marh (above Punjar
National Bank, New Delhi 110 009 India
***Tel:*** 91 11 328 5774
***Fax:*** 91 11 327 6876
**Contact:**
Mr. D.C. Mehrotra Udai Mehrotra
**CATV, MATV**
**Year Established:** 1981

**Dicikon**
Near Union Bank, Vallabhvidyanagas
Gujarat 388 120 India
***Tel:*** 91 30564
**Contact:**
Mr. Navnit Shah
**CATV, MATV, Telephony**
**Year Established:** 1972

**Easton Electronics Pvt Ltd.**
B217, Okhla Ind Area Ph-I
New Delhi 110 020 India
***Tel:*** 91 11 681 3300
***Fax:*** 91 11 681 2469
**Contact:**
Mr. Gobindram Aswani
**TVRO, CATV**
**Year Established:** 1984

**Electronics Corpn. of India Ltd**
Communication Division, ECIL Post
Hyderabad, A.P. 500 062 India
***Tel:*** 91 40 620 278
***Fax:*** 91 40 621 606
**Contact:**
Dr. Rao C Kasarbada
Mr. C Madhusudana Rao
Mr. G.P. Nath
**TVRO, Telephony**
**Year Established:** 1967

**Electronics Trade and Technology Development Corp. Ltd**
15/48, Malcha Marg

Chanakyapuri New Delhi 110 021 India
***Tel:*** 91 11 379 2079
***Fax:*** 91 11 301 9748
**Contact:**
Mr. Umesh Mathur, Chief Manager
**Year Established:** 1991

### Falna Enterprises
Nil Kanth Road
Falna 306 116 India
***Tel:*** 91 02938 33174
**Contact:**
Mr. Anil Agarwal
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1961

### Gujarat Communication & Electronics
Anurag Commercial Center,
Race Course Road, Baroda (Gujarat) India
***Tel:*** 91 265 331 233
***Fax:*** 91 265 337 881
**Contact:**
Mr. Parthasardhi, G.M.

### Hewlett Packard India Ltd.
Paharpur Business Center
21 Nehru Place, New Delhi 110 019 India

### I.V. Communications Ltd.
E-88, Greater Kailash-I
New Delhi 110 048 India
***Tel:*** 91 11 643 0145
***Fax:*** 91 11 646 0074
**Contact:**
Mr. Kashi Samaddar, Vice President
Mr. Deepak Bhatia, Manager
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1991

### Keltron
Keltron House, Vellayambalam
Trivandrum 695 033 India
***Tel:*** 91 471 60621
***Fax:*** 91 471 435 936
**Contact:**
Mr. Suseela Titus
Mr. TVK Raman
Mr. V. Ramkumar
**TVRO**
**Year Established:** 1973

### Konica Electronics
19/20, Yamuna Building, 2nd Topiwala Lane,
Lamington Road, Mumbai 400 007 India
***Tel:*** 91 22 386 4803
***Fax:*** 91 22 388 6581
**Contact:**
Mr. Mankani Anil, Partner
**CATV, MATV, SMATV**
**Year Established:** 1992

### Mehta Electronic Products
103-B Mahavir 'C' Soceity Nr. Rasik Appt.
Jammagar, 361008 India
***Tel:*** 91 2 88 62359
***Fax:*** 91 2 88 551767
**Contact:**
Mr. Shirish A. Mehta

### Mehta Incorporated
B/14, Janardan Bldg., 2nd Floor, Proctor Rd
Bombay 7 India
***Tel:*** 91 22 3886 871
***Fax:*** 91 22 3874 523
**Contact:**
Mr. Shirish A. Metita

### Motorola India Limited Multimedia Group
Best Western Surya
6th Floor, New Friends Colony
New Delhi 110 065 India
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***Fax:*** 91 11 691 9305
***email:*** FSGA1788@email.mot.com
**Contact:**
Mr. Ashish Bidani, Sales Manager
**Telephony, Data**

### M/S. B.K. Enterprises
216, Khetwadi 10th Lane
Dinanath Compound, Bombay 400 004 India
***Tel:*** 91 22 385 2748
***Fax:*** 91 22 308 0135
**Contact:**
Mr. Bipin F. Kori
**CATV, Telephony**
**Year Established:** 1987

### M/S Gujarai Communication & Electronics
Anurag Commercial Centre, Race Course Road
Baroda 390005 India
***Tel:*** 91 265 331 233
***Fax:*** 91 265 387 881
**Contact:**
Mr. Shri T.V. Parthasaradl, Addl. G.M.
**TVRO, MATV, MMDS**
**Year Established:** 1976

### M.S.P. Electronics
211, Fabricon Industrial Estate, B.M. Bhargava Road, Santacruz Mumbai 400 054 India
***Tel:*** 91 22 611 5685
***Fax:*** 91 22 612 5541
**Contact:**
Mr. Panjwani Mukesh Vishindas
**CATV, MATV, SMATV**
**Year Established:** 1978

### M/S Su-Kam Communication Systems
306, Kirti Deep, Nangal Raya Bus. Centre
New Delhi 110 046 India
***Tel:*** 91 11 550 3234
***Fax:*** 91 11 550 9334
**Contact:**
Mr. Kunwer Sachdey
Mr. Nagendra Bajai
Ms. Ramita Gulati
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1991

### Narain Electronic Corporation
345, Lamington Road, Opp. Police Station
Bombay 400 007 India
***Tel:*** 91 22 385 7259
***Fax:*** 91 22 382 3384
**Contact:**
Mr. Manoj Motwani Mohan Motwani
**CATV, MATV, SMATV**
**Year Established:** 1958

### Network Communication
493, Ashak Stumbh, Nashik-422002, India
***Tel:*** 571 072
***Fax:*** 422 002
**Contact:**
Mr. Kisharekumar Gupta, Proprietor
**CATV, MATV**
**Year Established:** 1995

### N.G. Electronics
B-249, Phase-I, Okhla Industrial Area
New Delhi 110 020 India
***Tel:*** 91 11 681 1625
***Fax:*** 91 11 463 2742
**Contact:**
Mr. Pradeep Nanda, Chief Exec. (Comm)
Mr. G.R. Sehgal, Chief Exec. (Tech)
**CATV, MATV, SMATV**
**Year Established:** 1982

### Onnyx Electronics
8/126 A, Karan Gali, Vishwas Nagar, Shahdara
New Delhi 110 032 India
***Tel:*** 91 11 215 5397
***Fax:*** 91 11 215 2996
**Contact:**
Mr. Jitendra Kaushik, M.D.
Mr. G.S. Sharma, G.M.
**TVRO, CATV, MATV,**
**Year Established:** 1991

### Pace
2 Krishna, St. Anthony's Road
Near Kalina Junction, Santacruz (E)
Bombay 400 072 India
***Tel:*** 91 22 422 0378
***Fax:*** 91 22 285 1076

### Pan Asian System Ltd
c/o Paharpur Business Centre, Suite 415, 21 Mehru Place New Dehli, 110-019, India
***Tel:*** 91 11 647 4701
***Fax:*** 91 11 647 4718

### Pectronic's Corp
No.9, Athj Pathan Street
Mount Road, Madras 600 002 India
***Tel:*** 91 44 834 439
***Fax:*** 91 44 835 418
**Contact:**
Mr. Pankaj Chandarana
Mr. Sansay Chandarana
Mr. Rajesi Chandarana
**CATV, MATV, Telephony**
**Year Established:** 1989

### Phoenix Communications Ltd
Royal Indian Business Center
Thevara JN, Cochin 682015 India
***Tel:*** 91 484 374733
***Fax:*** 91 484 371836
**Contact:**
Mr. Joseph K. Peter, Managing Dir.
Mr. Jacob Sonia, Assist. Manager

**TVRO, CATV**
**Year Established:** 1991

**Raju & Raju Electronics Pvt. LTD.**
384, Dongre Building, Opp: Goodman Chines
Restaurant, Lamington Road
Bombay 400 007 India
***Tel:*** 91 22 387 7266
***Fax:*** 91 22 389 0487
**Contact:**
Mr. S.H. Kazani
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1975

**Rankvision**
23, Springfield, 420-A, Nargis Dutt Road
Bandra, Bombay 400 050 India
***Tel:*** 91 22 648 1690
***Fax:*** 91 22 649 8520
**Contact:**
Mr. Vijay Malhotra
Mrs. Sunila Malhotra
**CATV, MATV**
**Year Established:** 1992

**Sancheti Electronics**
1/1 A Bipalabianukul Chandra St.,
Calcutta 700072 India
***Tel:*** 91 33 268111
***Fax:*** 91 33 265811
**Contact:**
Mr. Binod Sancheti, Partner
Mr. Ashok Sancheti, Partner
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1985

**Sanson Electronics**
Gopal Complex, Sadar Pathrapa Road
Bangalore 560 002 India
***Tel:*** 91 80 224 0912
**Contact:**
Mr. Shailesh S. Salyankar
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1993

**Sanson Electronics**
Panditalaya, Chunam Lane, Lamington Road
Bombay 400 007 India
***Tel:*** 91 22 388 1078
***Fax:*** 91 22 387 0902
**Contact:**
Mr. Rajesh S. Shettj
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1982

**Satgury Electronics**
4-Sahkar Bhavan, Opp. S.T.
Nr. Rly. Crossing, Junagadh 362 001 India
***Tel:*** 25 444
**Contact:**
Mr. Mahendra Singh Sardar
Mr. Bahadur Singh Sardar
**CATV**
**Year Established:** 1984

**Shakti Electronics**
20-U.G. Shalibhadra Complex, Nanpura Surat,
P.O.Box 41 Nanpura Surat,
Gujarat 395 001 India
***Tel:*** 91 261 476 905
***Fax:*** 91 261 470 676
**Contact:**
Mr. Jayesh B. Dave
**TVRO, CATV, MATV, MMDS**
**Year Established:** 1985

**Sharp Enterprises**
D/6, Bonanza Industrial Estate
Ashok Chakravarty Road, Kandivli (East)
Mumbai 400 101 India
***Tel:*** 91 22 887 1009
***Fax:*** 91 22 887 2559
**Contact:**
Mr. Chawla Lalit, Partner
**CATV, MATV, SMATV**
**Year Established:** 1991

**Shree Valabhdas Electronics Pvt Ltd.**
2/A, Rangideep Flats Behind
Ishwar Bhavan Navrang-Pura
Ahmedabad 380 009 India
***Tel:*** 91 79 462 621
***Fax:*** 91 79 656 2411
**Contact:**
Mr. Madhukar H. Patel
Mr. Jignesh J. Patel
Mr. Kantu Chandak
**CATV, MATV, SMATV**
**Year Established:** 1989

**Shyam Communication Systems**
C-138, Naraina Industrial Area, Phase-I
New Delhi 110028 India
***Tel:*** 91 11 579 8544
***Fax:*** 91 11 579 0726
**Contact:**
Mr. Rajiv Mehrotra
Mr. Rajesh Mehra
Mr. Ajay Khanna, Director
**TVRO, CATV, MATV, SMATV, Telephony**
**Year Established:** 1984

**SIMS Ltd**
10, Gandhi Nagar, I Main Road, Adyar
Madras 600 020 India
***Tel:*** 91 44 491 5832
***Fax:*** 91 44 412 642
**Contact:**
Mr. A.S. Ravi Prabasb
Mr. P. Sanbaran
Mr. V. Ramani Kumar
**TVRO, CATV, MATV, SMATV, Telephony**
**Year Established:** 1993

**SKY C.A. TV Systems**
1, Karaneeswarar Koil Street
First Lane, Mylapore, Madras 600 004 India
***Tel:*** 91 44 499 3212
***Fax:*** 91 44 587 022
**Contact:**
Mr. C.S. Narasimhan
Mr. C.S. Satish Kumar
**TVRO, CATV, MATV**
**Year Established:** 1992

**Sony India Pvt Ltd.**
306-307 3rd Floor, Bhikaji Cama Bhawan
Madam Bhijaki Cama Place
New Delhi 110 066 India
***Tel:*** 91 11 687 4271
***Fax:*** 91 11 687 4198

**Soumya Enterprises**
30-8-3, Dabagarden's
Visakhpatnam 530 020 India
***Tel:*** 91 546 828
**Contact:**
Mr. P. Naidv
Mr. M. Srinivas Rao
**TVRO, CATV, MATV**
**Year Established:** 1990

**Star Electronics**
493 Gharpureghat, Nashik, Maharashtra
422002 India
**Contact:**
Mr. Kishore Kumar Gupta, Proprietor

**Transcom**
33, Electronic Co-Op-Estate
Pune Satara Road, Pune 411 009 India
***Tel:*** 91 212 432 438
***Fax:*** 91 212 477 840
**Contact:**
Mr. Subhash M. Hardikar
**CATV, MATV, SMATV**
**Year Established:** 1985

**Venus Electronics**
United Co-op Housing Society
2407 East Street, Pune 411 001 India
***Tel:*** 91 212 646 102
**Contact:**
Mr. Nazir Bhai
**Year Established:** 1987

**Webel Mediatronics Limited**
P-1, Taratala Road, Calcutta 700 088 India
***Tel:*** 91 33 478 5602
***Fax:*** 91 33 478 4081
**Contact:**
Mr. S.N. Goswami, Chief Executive
Mr. A.K. Basu, Dy, General Manager
Mr. A. Bandyopadhyay, Dy, General Manager
Mr. A. Gupta Secretary & Chief Accountant
**Asia Address:**
225-E, Acharya Jagadish Chandra B
Calcutta 700 020
**Year Established:** 1981

**Weltech Electronics**
454/4, G.I.D.C. Ind. Estate
Jamnagar 361 004 India
***Tel:*** 91 288 79002
***Fax:*** 91 288 550838
**Contact:**
Mr. Kirit Budh
**CATV, MATV, SMATV**
**Year Established:** 1990

**Zee Electronics**
167/1, Lenin Sarani, (on Temple Street)
Chandni, Calcutta 700 072 India
***Tel:*** 91 33 262 731
***Fax:*** 91 33 248 2070
**Contact:**
Mr. Sanjay Mansukhani

Mr.Vijay Mansukhani
Mr. Ajay Mansukhami
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1993

## MEDIA SERVICES

### CONFERENCES

**Exhibitions India**
C-390, Defence Colony
New Delhi110 024 India
***Tel:*** 91 11 462 2710
***Fax:*** 91 11 463 3506
**Contact:**
Mr. Prem Behl, President
Ms. Bunny Sidhu, Show Manager
Mr. J.N. Virley, General Manager
**Year Established:** 1987

### FINANCE

**Harvest Financial & Management Services (P.) Ltd**
204/208, Doctor Centre
135 August Kranti Road, Kemps Corner
Bombay 400 026 India
***Tel:*** 91 22 361 7550
***Fax:*** 91 22 363 0658
**Contact:**
Mr. Tushar G. Shah, Chartered Accountant

**RPG Enterprises**
Pratap Building, 1/F, N-83, Connaught Circus
New Delhi 110 001 India
***Tel:*** 91 11 331 7657
**Fax:** 91 11 331 9631
**Contact:**
Mr. Raghu Nayyar, Divisional Manager

### PUBLISHING

**Satellite & Cable TV**
205 Business Plaza, 33 Gazdar Bandh
Road,Santacruz (West) Bombay 400 054 India
***Tel:*** 91 22 405 3058
***Fax:*** 91 22 405 3059
**Contact:**
Mr. Sudeep Malhotra, M.D.

### RESEARCH

**Dun & Bradstreet Marketing Research**
101 Arun Chambers, J.Dadajee Rd.,
Tardeo, Bombay 400 034, India
***Tel:*** 91 22 494 3117
***Fax:*** 91 22 493 7246
**Contact:**
Mr. Partha Rakshit

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# NOTES

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The huge population of 120 million is currently being offered an expansion of the country's television sector with the recent launch of the second Bangladesh Television (BTV) channel. Both channels can be seen by 85 per cent of the population. BTV 1 carries Bengali-language broadcasts while the newcomer carries a mix of English and Bengali programming. BTV, established in 1964, is subsidised by the government but also relies on advertising and sponsorship.

Bangladesh's per capita income is among the lowest in the world and television sets remain a luxury for most households. The increase in satellite tv services aimed at India has had a knock-on effect in Bangladesh with an increase in sales, but the number of dishes remains small.

| COUNTRY | BANGLADESH |
|---|---|
| Official Name | People's Republic of Bangladesh |
| Total Area (Sq, Km) | 144,000 |
| Population | 128,094,948 |
| Capital | Dhaka |
| Currency | Taka (Tk) |
| Exchange Rate to USD$ | 1US$=40Tk |
| Languages | Bangla (Official), English |
| Ethnic Divisions | 98% Bengali, 2% Bihavi & other ethnic tribes |
| Religion | 83% Muslim 16% Hindu 1% Christian, Buddhist & other |
| TV Penetration | n/a |
| VCR Penetration | n/a |
| Average mthly household Income USD$ (Est) | 150 |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | Bangladesh Television; Satvision Limited |

## BROADCASTERS

**Bangladesh Television**
Rampura Bhaban, Dhaka, 1219, Bangladesh
***Tel:*** 880 2 400 131
***Fax:*** 880 2 832 927
**Contact:**
Mr. Muhammad Razzaque

## CABLE OPERATORS

**Inter Trade Syndicate**
22 Bijoy Wagar(2nd Floor) Dhaka-1000,
Bangladesh
***Tel:*** 880 2 832283
**Contact:**
Mr. M. Kasem Ali
**Number of Subs:** 4000
**Monthly Charge:** US$10
**CATV**
**Year Established:** 1995

**Star Track Ltd.**
56, Kamal Ataturk Avenue
Dhaka 1212, Bangladesh
***Tel:*** 880 2 607 571
***Fax:*** 880 2 884 476
**Contact:**
Mr. Syed Sajjad Hossain

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**ADFILM**
3A Airport Road
Karwan Bazar Dhaka 1215, Bangladesh
***Tel:*** 880 2 317707
***Fax:*** 880 2 811173
**Contact:**
Mr. Badal Rahman, Filmaker, Editor, Producer

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**Bengal Cottage Industries**
Factory Flat 7, Road #1
Section 7, Mirpur House Estate
Industrial Zone, Dhaka, Bangladesh
***Tel:*** 880 2 239 565
***Fax:*** 880 2 863 234
**Contact:**
Mr. Gazi Shaheen

**Ci Tech Co. Ltd.**
22 Bijoy Nagar, 2 / F, Dhaka, 1000, Bangladesh
***Tel:*** 880 2 405 751
***Fax:*** 880 2 833 648
**Contact:**
Mr. Shabbir Chowdhury

**M/S. Datacom**
62, Kamalataturk Avenue (2nd Floor)
Banani, Dhaka, Bangladesh
***Tel:*** 880 2 604 205
***Fax:*** 880 2 886 456
**Contact:**
Mr. Abu Zafar Chowdhury
Mr. Golam Kibria
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1985

**Orient Export Import Co. Ltd.**
143 Tejkuni Para
Tejgaon, Dhaka, Bangladesh
***Tel:*** 880 2 231 004
***Fax:*** 880 2 863 234
**Contact:**
Mr. Gazi Shaheen

**Orion Technology**
House #25 / 1 Road #15, New Dhanmoudi
Dhaka, Bangladesh
***Tel:*** 880 2 814 920
***Fax:*** 880 2 883 452
**Contact:**
Mr. Jowad Hazi

**Ralen Communication & Satellite Systems**
House No. 27, Road No. 4, Dhanmondi
Dhaka 1205 Bangladesh
***Tel:*** 880 2 503891
**Contact:**
Mr. Faruque Amjad Khan, Managing Director

**Satvision Limited**
15 New Eskaton, Dhaka, 1000, Bangladesh
***Tel:*** 880 2 404 024
***Fax:*** 880 2 931 999
**Contact:**
Mr. Ahmed Gazi

**Star Track**
90 Mohakhali Commercial Area
Dhaka, 1212, Bangladesh
***Tel:*** 880 2 602 917
***Fax:*** 880 2 610 210
**Contact:**
Mr. Paul Mulk

**Telephone Shilpa Sangstha Ltd**
Tongi, Dhaka, Bangladesh
**Contact:**
Mr. Nizam Chowdhury

**Texas Resources Limited**
ABC House, 8th Floor, 8 Kemal Ataturk Avenue
Banani Commercial Area, Dhaka, Bangladesh
***Tel:*** 880 2 882 079
***Fax:*** 880 2 883 587
**Contact:**
Mr. S. F. Ahmed

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Terrestrial television has an entirely different meaning in this Asian kingdom where the mountainous terrain means that only 40 per cent of the nation is reached by the state-owned broadcaster Nepal Television Corporation (NTC). It went on air in 1985 with a single channel that now broadcasts 35 hours of programming a week. Yet the general poverty of the country and the constant electricity blackouts mean that no more than 11 per cent of the 22 million population can watch tv. In 1994 the privately-run Shangri-La Channel was launched distributed by an Indian satellite and initially reaching only the capital, Katmandu before it got to other large towns in Nepal.

| **COUNTRY** | **NEPAL** |
|---|---|
| Official Name | Kingdom of Nepal |
| Total Area (Sq, Km) | 140,800 |
| Population | 21,560,869 |
| Capital | Kathmandu |
| Currency | Nepalese Rupee (NRs) |
| Exchange Rate 7/96 to USD$ | 1US$=49.8NRs |
| Languages | Nepali (Official), over 20 regional dialects, English |
| Ethnic Divisions | Newars, Indians, Tibetians, Gurungs, Magars, Tamangs, Bhotias, Rais, Limbus, Sherpas |
| Religion | 90% Hindu, 5% Buddhist, 3% Muslim, 2% Other |
| TV Penetration | n/a |
| VCR Penetration | n/a |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | Nepal Television |

## BROADCASTERS

**Nepal Television**
P.O. Box 3826, Singha Durbar
Kathmandu, Nepal
***Tel:*** 977 1 227 452
***Fax:*** 977 1 227 452
**Contact:**
Mr. Neer Shah
Mr. Abhaya S. Shrestha, Manager Corporate Office

## CABLE OPERATORS

**Galaxy Television System**
Bhimsen Go, Baneswor, Kathmandu, Nepal
***Tel:*** 977 1 412 517
**Contact:**
The Director

**Space Time Network Pvt Ltd**
Iceberg Building, Putausadar, Kathmandu
P.O. Box 4420 Nepal
***Tel:*** 977 1 419 133
***Fax:*** 977 1 419 504
**Contact:**
Mr. Jamim Shah
Mr. Joshi Mahendra
**Number of Subs:** 5000
**Monthly Charge:** 200 NRS
**Year Established:** 1993

## EQUIPMENT

**Shree Impex**
Suraj Arcade Office #A2
Makhan To, Kathmandu, Nepal
***Tel:*** 977 1 22 5210
***Fax:*** 977 1 22 7919
**Contact:**
Mr. Saroj

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| COUNTRY | PAKISTAN |
|---|---|
| Official Name | Islamic Republic of Pakistan |
| Total Area (Sq, Km) | 803,940 |
| Population | 131,541,920 |
| Capital | Islamabad |
| Currency | Pakistan Rupee (PRs.) |
| Exchange Rate 7/96 to USD$ | 34.78 |
| Languages | 7% Urdu (Official), English (Govt & Commerce), 64% Punjabi, 12% Sindhi, 8% Pashtu, 9% Balochi & Others |
| Ethnic Divisions | Punjabi, Sindhi, Pashtun (Pathanbaloch), Muhajir |
| Religion | 77% Sunni Muslim, 20% Shi'a Muslim, 3% Christian, Hindu & Other |
| TV Penetration | 2.9% (official), 60.8% (unofficial) |
| VCR Penetration | 1.9% |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | PTV, NTM |

Pakistan's broadcasting industry is beginning a long-overdue expansion to offer the country's 130 million population more viewing choice.

Founded in 1971, broadcasting has been dominated by the government-run Pakistan Television Corporation (PTC) which carries a two-channel service nationally. In 1989 the Shalimar Television Network (STN) began transmissions on a 24-hour basis to the major cities like Karachi, Lahore, Faislabad and Quetta last year. Unusually, STN operates under a franchise system with buyers transmitting their own programming in the network's airtime as well as retaining ad revenues during that period. Shalimar has been a direct competitor to PTC's second channel that went on air in 1994 with the help of a multi-million-dollar grant from the Japanese government.

Free-to-air satellite signals can be picked up in Pakistan but fewer than one household in 1,000 has access to a dish. In fact the number of television households is little more than 2.3 million of the estimated 25 million homes with advertising on television little more than $40 million annually.

A cable tv service is expected to roll out towards the end of 1996 to urban subscribers, but cultural and religious mores in this strictly Muslim nation have hindered the development of independent programming and finding sufficient software to fill the airtime is expected to be a hard process.

## BROADCASTERS

**Pakistan Television Corporation**
Constitution Avenue, Islamabad, 44000 Pakistan
***Tel:*** 92 51 828 651
***Fax:*** 92 51 580 929
**Contact:**
Mr. Mutee Mirza

**Shalimar Television Network (STN)**
36 Sector H/9 Islamabad, Pakistan
***Tel:*** 92 51 255 819
***Fax:*** 92 51 261 225
**Contact:**
Mr. Hussain Haqqani

## CABLE OPERATORS

**Floyd's Communication Club**
202 Sher Shan Block, New Garden Town
Lahore 54600, Pakistan
**Contact:**
Mr. Nadeem Arif

**Infotech Systems Pvt Ltd**
33 Sharabad Behind Adam Arcade
Off Shaheed-e-millet Road, Karachi 3, Pakistan
***Tel:*** 92 21 4930401
**Contact:**
Mr. Khan Khalid Rasheed

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**Viva Int'l (Pvt) Ltd**
2nd Floor, Zaman Plaza
The Mall, Lahore Pakistan
***Tel:*** 92 42 7229182
***Fax:*** 92 42 7226311
**Contact:**
Mr. Muhammad Usman, Chief Executive
Mr. Tariq Muhammad

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**Aasim Electronics**
G1/7 Hamilton Courts, Main Clifton Road
Karachi 75600, Pakistan
***Tel:*** 92 21 570 741
***Fax:*** 92 21 569 1513
**Contact:**
Mr. Amjad Latif

**Abbas Radios**
32-35 Regal Radio & TV Market
Below Hotel National City
Saddar, Karachi, Pakistan
***Tel:*** 92 21 568 6518

**Advanced Communication**
House # 8A Street 12
F-8/3, Islamabad, Pakistan
***Tel:*** 92 51 252 267
***Fax:*** 92 51 255 5577
**Contact:**
Mr. Syed Hashmi

**Aghaz Communications**
117 Gulshan-E-Iqbal, PIR Wadhai Road
P.O. Box 1796, Rawallpindi, Pakistan
***Tel:*** 92 51 861 555
***Fax:*** 92 51 421 555
**Contact:**
Mr. Agha Khan

**Anjuman Tajran Electronics**
Hall Road Link McLeod Road, Lahore, Pakistan
***Tel:*** 92 42 233 740
***Fax:*** 92 42 233 534
**Contact:**
Mr. Mohammad Akhtar

**Anma Cable Works**
GF 3, Block #35, Seaview Township Phase 5 Ext.
Defense Housing Authority, Karachi, Pakistan
***Tel:*** 92 21 535 706
***Fax:*** 92 21 572 231
**Contact:**
Mr. Kalid Rasheed Khan

**Ansar Electronics**
Shop #18 Regal Radio & TV Market
Hotel National City, Saddar, Karachi 3, Pakistan
***Tel:*** 92 21 568 2131
***Fax:*** 92 21 568 1082

**Arco Radio & Electronics**
Shahrah-E-Liaquat, Saddar
Karachi 74400, Pakistan
***Tel:*** 92 21 776 2034
***Fax:*** 92 21 772 1242
**Contact:**
Mr. Nafis Raiman

**Arfeen International (Pvt) Ltd**
C.L. 6/4, Abdullah Haroon Road
P.O. Box No. 10402, Karachi 75530 Pakistan
***Tel:*** 92 21 568 7001
***Fax:*** 92 21 568 4594
**Contact:**
Mr. Sultan Ul Arfeen, Managing Director
Mr. Shahid Firoz, Director
**TVRO, MMDS, Telephony**
**Year Established:** 1969

**Asia Industries**
14 Lawrence Rd, Lahore 54000 Pakistan
***Tel:*** 92 42 304 919
***Fax:*** 92 42 485 645
**Contact:**
Mr. Imran Ahman

**Asia Vision**
14 Lawrence Road, Lahore 5400 Pakistan
***Tel:*** 92 42 63731
***Fax:*** 92 42 485 645
**Contact:**
Mr. Asad Niaz

**Audio Video Center**
41 Elahi Center, Opp Regal Cinema
Saddar, Karachi, Pakistan
***Tel:*** 92 21 772 2333

**Axis Electronics**
1 3 Arfat Center, Samad Road, Saddar
Karachi, Pakistan
***Tel:*** 92 21 568 8425
***Fax:*** 92 21 568 0264

**Bakamal Satellite Vision**
Daddar Road, Peshawar, Pakistan
***Tel:*** 92 73446

**Blue Sky Channel**
Kakar House, Madarasa Road, Quetta, Pakistan
***Tel:*** 92 42 66827
**Contact:**
Mr. Saeed Zehri

**Bluebell Electronics**
421 Saddar Road, Peshawer, Pakistan
***Tel:*** 92 521 276 849

**Bolan Consolidated**
9 B Markaz F-6, Islamabad, Pakistan
***Tel:*** 92 51 217 600
***Fax:*** 92 51 217 605
**Contact:**
Mr. Masud Ahmad

**Caravan Overglobe Pvt Ltd**
Wadood Market, Sargodha 40100 Pakistan
***Tel:*** 92 451 714 748
***Fax:*** 92 451 715 713
**Contact:**
Mr. Mansoor Wadood
Mr. Dawood Mansoor
**TVRO, CATV**
**Year Established:** 1985

**Cida Ltd**
House # 14B Street #61
F7/4, Islamabad, Pakistan
***Tel:*** 92 51 815 713
***Fax:*** 92 51 825 184
**Contact:**
Mr. Kalid Khan

**Columbia Television Studios**
15 E Block 6, PECHS, Karachi, Pakistan
***Tel:*** 92 21 431 757
***Fax:*** 92 21 419 617
**Contact:**
Mr. Mohd Hanif

**Eastern Electronics**
Shop #1 Dadi Mansion
Near Hotel National City
Sarmad Road, Saddar, Karachi 3, Pakistan
***Tel:*** 92 21 568 8363

**Electro Sat**
563 B Peoples Colony
Satiana Road, Faisalabad, Pakistan
***Tel:*** 92 411 41236

**Electro Supplies**

7 B Markaz F6, Supermarket
Islamabad, Pakistan
***Tel:*** 92 51 813 316
**Contact:**
Mr. M. Ahmad

**Electronics Bargain Center**
School Road, Kuetla, Pakistan
**Contact:**
Mr. Nasood Iqbal

**First National Corporation**
31 A Mohd Ali Society, Karachi 75350, Pakistan
***Tel:*** 92 21 433 157
***Fax:*** 92 21 443 845
**Contact:**
Mr. Auaz Aman

**Focus International**
16 D Temple Road, Lahore, Pakistan
***Tel:*** 92 42 361 258
***Fax:*** 92 42 361 434
**Contact:**
Mr. Rashad Nadeem

**Focus Sat**
1/F Ahmad Plaza, 7 Hall Road, Lahore, Pakistan
***Tel:*** 92 42 220 069
***Fax:*** 92 42 310 826
**Contact:**
Mr. Ashfaq Ahmed

**Friends Corporation**
Block 74 Yasin, Plaza F-7 Blue Area
Islamabad, Pakistan
***Tel:*** 92 51 815 657
**Contact:**
Mr. A.Q. Qureshi

**Global Communications**
127 Shami Road, Lahore, Pakistan
***Tel:*** 92 42 373 135
***Fax:*** 92 42 875 175
**Contact:**
Mr. Javaid Shami

**Habib TV Service**
Faisal Market, 3-Hall Road
Lahore 54000, Pakistan
***Tel:*** 92 42 232 324
**Contact:**
Mr. Khalid Jawaid

**Hayat Trading Company**
Chowk Yadgar, NR Cheap Elect. Store
Room #2, Peshawar, Pakistan
***Tel:*** 92 213891
**Contact:**
Mr. Mohammad Hayat

**Home Dish Satellite Systems**
Apt. 101 Falcon Terrace, Comm 2/A Block 4
Clifton, P.O. Box 3842, Karachi, Pakistan
***Tel:*** 92 21 571 446
***Fax:*** 92 21 530 411
**Contact:**
Mr. Haidar Halepota

**Indegrated Eng System**
10 1G f10 Markaz, Islamabad, Pakistan
***Tel:*** 92 51 251 839
***Fax:*** 92 51 823 801
**Contact:**
Mr. Faiz

**Infotech Systems Ltd**
33 Sharabad Behind Adam Arcade
Off Shaheed-E-Millet Rd, Karachi 5, Pakistan
***Tel:*** 92 21 493 0401
***Fax:*** 92 21 568 4434
**Contact:**
Mr. Khan Khalid Rasheed

**Integrated Engineering Systems**
Apt 10 1/F, Souk-Al-Hashir 1-G
F-10 Markaz, Islamabad, Pakistan
***Tel:*** 92 51 250 610
***Fax:*** 92 51 210 494
**Contact:**
Mr. Faiz Khan

**Kamal Electronics**
Shop # 40 A Motiwala
Motiwala Mansion, Frere Road, Saddar
Karachi, Pakistan
***Tel:*** 92 21 568 3261

**Kenwood Saeed Corp**
1-OFB Site, Mall Road
Multan Cantt 60030 Pakistan
***Tel:*** 92 61 510 600
***Fax:*** 92 61 586 0001
**Contact:**
Mr. Haleem Saeed
**TVRO**
**Year Established:** 1982

**Logitech**
6B Saeed Hai Road, Machs P.O. Box 13024
Karachi 75350, Pakistan
***Tel:*** 92 21 430 261
***Fax:*** 92 21 439 155
**Contact:**
Mr. Nooruddin Ahmed

**Mian Electronics**
Shop #2-19 G/F, Brother Plaza Hall Road
Lahore, Pakistan
***Tel:*** 92 42 230 045
**Contact:**
Mr. Mohammad Mian

**Moon Star Satellite System**
332 B Road, Sindh Hotel Liaquatabad
Karachi 19, Pakistan
***Tel:*** 92 21 429 548
**Contact:**
Mr. Roshan Ali

**Mudassar Esqui**
7A Vehari Bazar, Burewala
Karachi, Pakistan
***Tel:*** 92 21 4405

**M/S. Multi Electronics**
G-4, Hall Road, Centre
30-Hall Road, Lahore Pakistan
***Tel:*** 92 42 722 2244
**Contact:**
Mr. Ur-Rahman Habib
**Year Established:** 1990

**M/S. Shamail Electronics**
Shamail Plaza SB/44, Block 13
Gulshan-E-Iqbal, Karachi, Pakistan
***Tel:*** 92 21 498 1861
**Contact:**
Mr. Mudassir Husain, Chief Exeutive
**Satellite:** Yes
**TVRO, MATV, SMATV**
**Year Established:** 1989

**National Satellites**
1679 Quide Azam Shopping Centre - 4
Multan Cantt 60030 Pakistan
***Tel:*** 92 61 510 500
***Fax:*** 92 61 412 02
**Contact:**
Mr. Sheikh Nazim
**TVRO**
**Year Established:** 1980

**Neco Ltd**
444 K Model Town, Lahore, Pakistan
***Tel:*** 92 42 861 339
***Fax:*** 92 42 862 338
**Contact:**
Mr. Saeed Najam

**New Radio Traders**
Regal Radio & TV Market
Hotel National City Bldg
Samad Road, Saddar, Karachi 3, Pakistan
***Tel:*** 92 21 568 5144
***Fax:*** 92 21 529 693

**Pacific Traders Pakistan**
L/18 Block 21, F.B Area, Karachi, Pakistan
***Tel:*** 92 21 673 085
***Fax:*** 92 21 673 086
**Contact:**
Mr. Haiderali Hussain

**Pak Electronics**
Opp Naseem Center, Foujdari Road
Hyderabad, Pakistan
***Tel:*** 92 42 20272
**Contact:**
Mr. Rizwan

**Pak Satellite System**
1/F #101, Quadri Chambers Hall Road
Lahore, Pakistan
***Tel:*** 92 42 354 302
***Fax:*** 92 42 226 854
**Contact:**
Mr. Mian Mohammad Nanegs

**Pakistan Trade & Marketing Est.**
17/3 Race Court Road, Lahore, Pakistan
***Tel:*** 92 42 305 194
**Contact:**
Mr. Tariq Bucha

**Polani Satellite Communications**
Frere Road, Saddar, Karachi, Pakistan
***Tel:*** 92 21 772 7136

*Fax:* 92 21 243 4350

**Radio Traders**
Sarmad Road, Hotel Golden City Building,
Saddar, Karachi 74400 Pakistan
*Tel:* 92 21 568 5795
*Fax:* 92 21 568 8666
**Contact:**
Mr. Rizvi
**TVRO, CATV, MATV, MMDS**
**Year Established:** 1955

**Saleem Electronics**
4 & 5 Dadi Mansion, Below Hotel National City
Sarmad Road, Saddar, Karachi, Pakistan
*Tel:* 92 21 568 6112

**Sat Com**
Office #3 2/F, Cantt Plaza, Nowshera, Pakistan
*Tel:* 92 5231 3536
*Fax:* 92 5231 3737
**Contact:**
Mr. Manzoor Hussain

**Satcom**
#6 Street 42 F-8/1, Islamabad 44000, Pakistan
*Tel:* 92 51 856 049
*Fax:* 92 51 253 349
**Contact:**
Mr. M.A. Khan

**Satellite Age**
103 1/F, Block 5, Clifton Shopping Arcade
Clifton, Karachi, Pakistan
*Tel:* 92 21 569 1976
*Fax:* 92 21 569 1976
**Contact:**
Mr. Parvez Rajwani

**Satellite Center**
20-A Railway Road, Commercial Colony
Bahawalpur, Pakistan
*Tel:* 92 621 4173
**Contact:**
Mr. Tariq Hashmi

**Satellite Systems**
23-C Flat #5 Southpark Avenue
Defense Housing Society, Karachi, Pakistan
*Tel:* 92 42 305 194
**Contact:**
Mr. Masoom Alam

**Satellite TV Corporation**
G-1/7 Hamilton Courts, Clifton
Karachi 6, Pakistan
*Tel:* 92 21 570 741
*Fax:* 92 21 569 1513
**Contact:**
Mr. Amjad Latif

**Star Vision**
14 Lawrence Road, Lahore 54000, Pakistan
*Tel:* 92 42 361 431
*Fax:* 92 42 485 645
**Contact:**
Mr. Imram Ahmad

**Stellar Systems**
72-A Peshawar Road, Rawalpindi, Pakistan
*Tel:* 92 51 863 648
**Contact:**
Mr. Shakeel Kayani

**Sungum Electronics**
#19 & 34 Regal Radio & TV Market
Below Hotel National City
Saddar, Karachi, Pakistan
*Tel:* 92 42 568 8202

**Sunny Electronics**
4 Mumtaz Mension, Sarmad Road Saddar
Karachi, Pakistan
*Tel:* 92 21 568 3993
**Contact:**
Mr. Muhamad Shoaib

**Super Electronics**
16 UBL Super Market, Bank Squa
Regional Equipment, Faisalabad, Pakistan
*Tel:* 92 411 618 346
**Contact:**
Mr. S.M. Hanif

**Systems Inn**
Near PIA, Sales Off, Saddar, Hyderabad, Pakistan
*Tel:* 92 221 23715
*Fax:* 92 221 23518
**Contact:**
Mr. Iqbal Shaikh

**United Agencies**
Fatima Trust Building
Opp Habib Bank Khradar Branch
Karachi 74000, Pakistan
*Tel:* 92 21 242 136
*Fax:* 92 21 241 1597
**Contact:**
Mr. Razzak Billoo

**Universal Automation Systems**
253B Street #16, College Road Sector F7/2
Islamabad, Pakistan
*Tel:* 92 51 828 674
*Fax:* 92 51 826 736
**Contact:**
Mr. Akmal Khan

**Universal Overseas Agency**
9A Rehman Mansion, Frere Road, Saddar
Karachi 74400, Pakistan
*Tel:* 92 21 772 4078
*Fax:* 92 21 773 6938

**Universal Star Vision**
Mumtazabad, Multan, Pakistan
*Tel:* 92 61 61367
**Contact:**
Mr. Zafar I Chaudary

**Usman Electronics**
10/B Quadri Chamber, Hall Road, Lahore,
Pakistan
*Tel:* 92 42 221 978
*Fax:* 92 42 227 400
**Contact:**
Mr. Khalid Butt

**VCATS Electronics Service**
B-7-8 Ground Floor, Sheraton Center
ST-31 Block 7, Behind Arshi Cinema, FB Area
Karachi, Pakistan
*Tel:* 92 21 631 2774

**Video Shack Telecom Limited**
D-18 Industrial Area, Peshawar Road
Rawalpindi 461 995, Pakistan
*Tel:* 92 51 861 995
*Fax:* 92 51 862 217
**Contact:**
Mr. Alamgir Khan

**Wadood Medical Services**
Block 12, Sargodha 40104, Pakistan
*Fax:* 92 451 65399
**Contact:**
Mr. Mansoor Wadood

**Wavetech Ltd**
C-31 KDA Scheme #1, Karachi 75350, Pakistan
*Tel:* 92 21 430 167
*Fax:* 92 21 241 5632
**Contact:**
Mr. Altamash Kamal

**World Wide Satellite Solutions**
4 Naseem Center, Sohrab Katrak Road, Saddar
Karachi 74400 Pakistan
*Tel:* 92 21 772 4078
*Fax:* 92 21 773 6938

**World-Wide Satellite**
Al Hakeem Market G/F
Main Hall Road, Lahore, Pakistan
*Tel:* 92 42 233 740
*Fax:* 92 42 233 534
**Contact:**
Mr. Mohammad Arshad

**Y Sat**
Jinnah Super Market, Islamabad, Pakistan
*Tel:* 92 51 817 943
*Fax:* 92 51 214 051
**Contact:**
Mr. Zafar Iqbal

**Yousef Electronics**
Rehman Mansion, Shahrah-E-Liaquat, Saddar
Karachi 7440, Pakistan
*Tel:* 92 21 773 4100

## BROADCAST SERVICES

**Sony Metro Corp**
206 Metro Plaza, Airport Road
Multan Cantt 600 00 Pakistan
*Tel:* 92 61 585 000
*Fax:* 92 61 586 000
**Contact:**
Dr. Amjad Ashraf
**TVRO**
**Year Established:** 1995

**Telematics International**
7-E, Block 6, P.E.C.H.S.

Karachi  75400 Pakistan
***Tel:*** 92 21 453 8357
***Fax:*** 92 21 494 5395
**Contact:**
Mr. Faruq Khan
Mr. Ayaz Shaikhzadeh
**TVRO, CATV, MATV, SMATV, Telephony**
**Year Established:** 1991

**Y-Sat-Telecom**
Block 12C, Jinnah Super Centrum
Islamabad  44000  Pakistan
***Tel:*** 92 51 277 014
***Fax:*** 92 51 829 681
**Contact:**
Mr. Zafar Iqbal
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1991

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| COUNTRY | SRI LANKA |
|---|---|
| Official Name | Democratic Socialist Republic of Sri Lanka |
| Total Area (Sq, Km) | 65, 610 |
| Population | 18,342,660 |
| Capital | Colombo |
| Currency | Sri Lanka Rupee (SLRs.) |
| Exchange Rate 7/96 to USD$ | 1US$=55 SLRs |
| Languages | 74% Sinhala (Official & National), 18% Tamil (National), 10% English (Govt & Commerce) |
| Ethnic Divisions | 74% Sinhalese, 18% Tamil, 7% Moor, 1% Burgher, Malay & Other |
| Religion | 69% Buddhist, 15% Hindu, 8% Christian, 8% Muslim |
| TV Penetration | 53% |
| VCR Penetration | n/a |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | 13% |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | SLRC, ITN, ETV |

One of the effects of the bloody conflict between the government and Tamil guerrillas seeking an independent homeland in the north of the country has been an upsurge in the number of television services as viewers seek more news of the conflict.

The state-run Sri Lanka Rupavahini Corporation (SLRC), which went on air in 1979 with a single channel, was joined by another public sector broadcaster, the Independent Television Network (ITN). Starting in 1992, a further four services including, MTV Channel (Private), Extra Terrestrial Television (ETV) and Teleshan, have gone on air.

ITN takes 52 per cent of the audience share with SLRC coming behind in second with around 25 per cent with both channels carrying mainly locally-produced programming in the Sinhala, Tamil and English languages. Their share of the market is beginning to diminish because of competition from the newcomers, which mix Sri Lankan-made programs with feeds from Asia Business News India, ABC News and the New Delhi-originated Jain TV. MTV, ETV and Teleshan are available in 85 per cent of the country. Television penetration is estimated at 1.4 million households within a population of 20 million.

# BROADCASTERS

### Independent Television Network
Wickremasinghepura Batara Mulla, Colombo
Sri Lanka
***Tel:*** 94 1 864 591
***Fax:*** 94 1 864 591
**Contact:**
Mr. Bertie Galhitiyawa

### MTV Channel (Pvt) Limited
Araliya Uyana Depanan Pannipitya, Colombo
Sri Lanka
***Tel:*** 94 1 851 371
***Fax:*** 94 1 692 549
**Contact:**
Mr. Jim Soh

### Sri Lanka Rupanahini TV
P.O. Box 2204, Independence Square
Colombo 7, Sri Lanka
***Tel:*** 94 1 501 050
***Fax:*** 94 1 580 929
**Contact:**
Mr. B.V. Sugathapala

### Television Network (Pvt) Limited
Vogue Building 528 Galle Road, Colombo
Sri Lanka
***Tel:*** 94 1 430 859
***Fax:*** 94 1 575 436
**Contact:**
Mr. B Shan Wickremesinghe, Chairman

# EQUIPMENT SUPPLIERS

### East-West Information Systems
Box 678, Methodist Central Building
252 Galie Road, Colombo 3, Sri Lanka
***Tel:*** 94 1 548 075
***Fax:*** 94 1 574 871
**Contact:**
Mr. Nahil Wijesuriya

### Kentech International
No. 222, Old Kottawa Road, Embuldeniya,
Nugegoda, Colombo 0170 Sri Lanka
***Tel:*** 94 1 827 979
***Fax:*** 94 1 852 354
**Contact:**
Mr. Ken Hettiarachichi, Partner
Mr. K.K Abeywickrama
**TVRO, SMATV**
**Year Established:** 1990

### Micro Vision
UG 16 People's Park Complex
Colombo 11, Sri Lanka
***Tel:*** 94 1 446 519
***Fax:*** 94 1 448 857
**Contact:**
Mr. Palitha Nugaliyadde

### Satcom Ltd
195 De Saram Place, Colombo 10, Sri Lanka
***Tel:*** 94 1 687 911
***Fax:*** 94 1 580 721
**Contact:**
Mr. Rohan Perera

### The Maharaja Organization
146 Dawson St., Colombo 2, Sri Lanka
***Tel:*** 94 1 448 354
***Fax:*** 94 1 447 308
**Contact:**
Mr. R. Maharaja

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IN
CHINA

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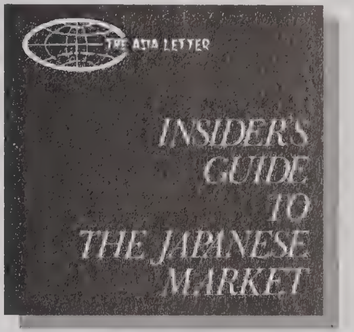
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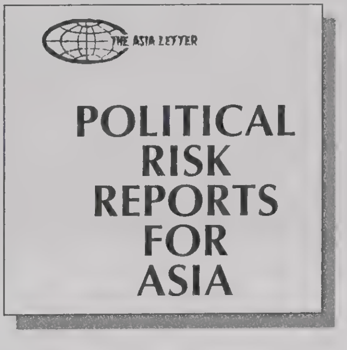
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| COUNTRY | VIETNAM |
|---|---|
| Official Name | Socialist Republic of Vietnam |
| Total Area (Sq, Km) | 329,560 |
| Population | 74,393,324 |
| Capital | Hanoi |
| Currency | New Dong (D) |
| Exchange Rate 7/96 to USD$ | 1US$=10,000 Dongs |
| Languages | Vietnamese (Official), French, Chinese, English, Khmer, Tribal languages & other |
| Ethnic Divisions | 90% Vietnamese, 3% Chinese, Muong-Thai, Meo, Khmer, Man, Cham |
| Religion | Buddhist, Taoist, Roman Catholic, Islam, Indigenous beliefs |
| TV Penetration | 89% |
| VCR Penetration | 44% |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | 18% attend at least once a mth. |
| Video Viewing Habits | 89% watch at least once a wk. |
| Major TV Broadcasters | VTV, Hanoi TV |

Ravaged by conflict, civil instability and for a long time practically closed off to the rest of the world the nations of Indochina, Vietnam, Burma, Laos and Cambodia, would appear to offer little in the way of attraction for overseas investment.

Yet as each one opens its doors to involvement by foreign interests, it is apparent that each has potential as a market in its own right. Much remains to be discovered however about how fair the governments of the four countries will be to foreign investors. The reasons are clear-cut; centuries of outside conquest and colonisation and the damage caused by war, their comparative poverty when compared to the "tiger" economies of south-east Asia and the long-standing reluctance of their respective governments to relinquish control of the economy.

In no field is the latter trait more clear cut than it is in the media. Television, radio and the printed word have for many years been adjuncts of the official propaganda machine. Concepts like niched audiences, program ratings, advertising promotions and pay tv remain in their infancy in Indochina.

Vietnam, with its population of 80 million, offers a useful snapshot of the attractions and drawbacks of Indochina for media professionals. The Communist-run nation is attracting lots of foreign investment, especially with the lifting of the US trade embargo in 1995. Yet a campaign orchestrated by the government in early 1996 against what it called "social evils" saw foreign advertising signs and trademarks forcibly removed or covered up, showing that influential elements within the Communist Party remain uneasy about the influences of more developed nations.

Getting detailed statistics from Vietnam is not easy, but reception of the state-run three-channel Vietnam Television (VTV) covers 70 per cent of the nation. Around half of its output is made in Vietnam and it has also been taking programming under agreements struck with CNN International, Canal France International and Fox Movies. VTV is now undergoing a plan to build a production centre, increase its coverage and improve relations with foreign program providers which might include coproduction deals. Any business ventures between the two sides are coloured by the fact they do not come under Vietnam's foreign investment laws which apply only to bodies that have established a legal status in the country - a downside to dealmaking.

A microwave relay system (MMDS) operates in Ho Chi Minh City and takes foreign programming to hotels and the homes of foreigners. The unencrypted signals are often hijacked by illegal users without payment. Yet the relative ease with which the technology can be introduced means it is earmarked to be set up in other urban areas of the country by VTV. At the same time the higher infrastructure funding costs of cable tv and the low per capita incomes dictates against the medium being introduced into the country soon. The low penetration rate of telephony services has seen foreign network providers lobby the Vietnamese government with plans to build systems in which the two technologies ride piggy back on each other.

**Video & Cinema VIETNAM**

|  | Frequency | % |
|---|---|---|
| *Watch Video* | sometimes | 71 |
|  | in past week | 53 |
|  | almost everyday | 17 |
|  | once a week or more | 55 |
|  | once a month or more | 68 |
|  | less often | 3 |
| *Visit Cinema* | in past week | 1 |
|  | in past month | 4 |
|  | in past 3 months | 7 |
|  | longer ago | 2 |

Sample base = All Respondents
Vietnam = Ho Chi Ming City+Hanoi

Source: Nielsen SRG Media Index 1995

Satellite dishes number about 10,000 and are mainly used by foreigners. In theory, there is a strict process to follow in applying for a permit to use a dish, and periodic crackdowns to make sure the law is being upheld which mainly seem to be to stop Vietnamese people from watching. A national satellite project is currently being investigated, although no practical result is likely before 1997.

Advertising costs for television and newspapers are rock-bottom, although with the market for consumer goods limited, there is conversely little reason to advertise at the moment. Overall for the short and mid-term, Vietnam remains a market that needs to be closely watched, but for little or no return.

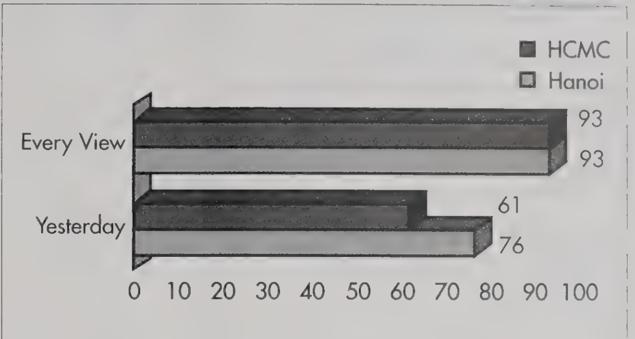
There is a popular appetite for foreign language movies, although they are almost always pirated versions taped onto videos. The state run movie studios are unable to produce more than a handful of titles each year because of aging equipment and lack of funds. Some Vietnamese films like Cyclo and The Scent Of The Green Papaya have attracted plaudits at international film festivals, but the directors complain domestic audiences are only attracted to Hong Kong-style kung fu pictures. There is a budding market for using the country as a back drop to western films including Dien Bien Phu, Indochine and The Royal Way which is due to go into production.

**MEDIA ENVIRONMENT**
**Televison**

- 9 state-owned broadcasting stations
- Radius coverage of local stations may include other peripheral area outside the province
- Limited advertising breaks apply
- $600 per second evening prime time HCMTV
- Rages increase trend followed by other stations
- Station competition on advertising and programme contents
- Satellite TV in rep office or hotels only

Source: the network, The Ogilvy Company

**Media Penetration TV**



Source: the network, The Ogilvy Company

## BROADCASTERS

**DVTH - Television Station**
14 Dinh Tien Hoang Street, Ho Chi Minh City,
Vietnam
*Tel:* 2933449
**Contact:**
Mr. Ho Van Tay

**Hanoi Radio And Television**
26 Hang Dau Street, Hanoi, Vietnam
*Tel:* 844 254352
*Fax:* 844 350280
**Contact:**
Mr. Nguyen Van Hai

**HCMC TV**
14 Dinh Tien Hoang Street, District 1,
Ho Chi Minh City, Vietnam
*Tel:* 822 2475
**Contact:**
Mr. Nguyen Quy Hoa

**Vietnam TV**
59 Giang Vo Street, Dong Da District
Hanoi, Vietnam
*Tel:* 844 835 5931
**Contact:**
Mr. Tran Dang Tuan
Mrs. Nguyen Hanh

## PROGRAM SUPPLIERS

**Vietnam International Video D&D Inc**
40 North Fourth Street
San Jose, CA 95112, United States
*Tel:* 1 408 993 1144
*Fax:* 1 408 993 1146
**Contact:**
Mr. L.T. Tang, President

## MEDIA SERVICES

### CONSULTANTS

**CAL-VCM Ltd.**
33 Dien Bien Phu, District 1,
Ho Chi Minh City, Vietnam
*Tel:* 84 4 241159
*Fax:* 84 4 220561
Contact:
Mr. Nguyen T. Nguyen

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**SRG Vietnam**
Tecasin Business Centre, 243-243B,
Hoang Van Thu, Tan Binh District
Ho Chi Minh City, Vietnam
*Tel:* 84 8 844 3441
*Fax:* 84 8 842 3934

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| COUNTRY | MYANMAR |
|---|---|
| Official Name | Union of Myanmar |
| Total Area (Sq, Km) | 678,500 |
| Population | 45,103,809 |
| Capital | Rangoon (Yangon) |
| Currency | Kyat (K) |
| Exchange Rate 7/96 to USD$ | 1US$=6 Kyats (or 70 Kyats on the black market) |
| Languages | Burmese, Other Ethnic |
| Ethnic Divisions | 60% Burman, 9% Shan, 7% Karen, 4% Rakhine, 3% Chinese, 2% Mon, 2% Indian, 5% Other |
| Religion | 89% Buddhist, 4% Christian, 4% Muslim, 3% Other |
| TV Penetration | 75% |
| VCR Penetration | 63% |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | IBC |

Once one of the region's most prosperous countries, Myanmar has deteriorated sharply since a coup in 1962. Run by the Army-backed State Law and Order Restoration Council (SLORC) since 1989, the country's single broadcaster is the one-channel Myanmar Television and Radio Department (MTRD). Through a transponder on the AsiaSat 1 satellite it reaches 75 per cent of the 46 million population. Around a quarter of the programming is imported from Germany and the US. While the cost of advertising is low, MTRD is making a small income from the service.

SLORC controls the dissemination of news, although the more expensive foreign hotels are capable of receiving satellite television, mainly Star TV's free-to-air channels.

**MEDIA ENVIRONMENT**

**Televison**

The Information & Broadcasting Corporation (IBC)

- Owned by the state
- 70% coverage of the country

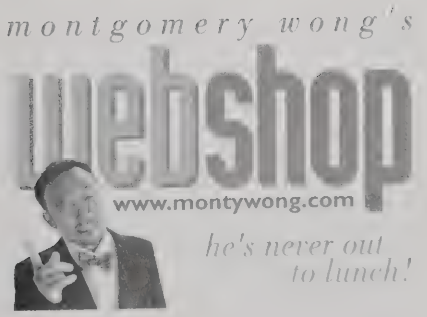
*Broadcasting time*

- Weekdays 7:00 p.m. to 10:00 p.m.
- Weekends 8:30 a.m. to 9:30 a.m.
  12:00 p.m. to 2:00 p.m.
  7:00 p.m. to 10:00 p.m.
- Commercial time is before news programs, approximately 15 minutes per day
- Need clearance from the censorship board

Source: the network, The Ogilvy Company

## BROADCASTERS

**Myanmar Television & Radio**
Pyay Road, Yangoon GPO 1432,
Union of Myanmar
***Tel:*** 95 1 31850
***Fax:*** 95 1 30211
**Contact:**
Mr. Kyi Lwin



# NOTES

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The capital, Phnom Penh has two television channels, the state-run Television of Kampuchea, and A third, Funcinpec Television and IBC Cambodia which is a joint venture with International Broadcasting Corporation of Bangkok was closed in early 1996, with the Thais complaining the venture was not profitable. None of the three can be seen well outside more than a 75 kilometre radius around Phnom Penh. With the government lacking either the means or the will to stop foreign-language broadcasts anyone with a dish can pick up free-to-air signals like those from Star TV and Australian Television International.

There are two radio channels with a third expected to open soon. The print medium includes newspapers and magazines printed in Khmer, French, English and Japanese. Advertising rates can vary for a full-page black and white from $40 to $1,900.

| COUNTRY | CAMBODIA |
|---|---|
| Official Name | Kingdom of Cambodia |
| Total Area (Sq, Km) | 181,040 |
| Population | 10,561,373 |
| Capital | Phnom Penh |
| Currency | New Riel (Cr.) |
| Exchange Rate 7/96 to USD$ | 1US$=2,500 Riels |
| Languages | Khmer (Official), French |
| Ethnic Divisions | 90% Khmer, 5% Vietnamese, 1% Chinese, 4% other |
| Religion | 95% Theravada Buddhism, 5% other |
| TV Penetration | 75% |
| VCR Penetration | 0.5%+ |
| Per Capita Income USD$ (Est) | 200 |
| Cinema Attendance | 18% |
| Video Viewing Habits | 89% |
| Major TV Broadcasters | TVK, IBC, TV5 |

## MEDIA ENVIRONMENT

### Televison

- Three television stations are available in Phnom Penh
- Estimated TV home penetration is 70–80%
- No product is banned on television

### Broadcasters

Television of Kampuchea (TVK)

- Owned by Ministry of Information
- Coverage area is 75 km radius from Phnom Penh
- Broadcasting time is from 6:00 p.m. to 10:00 p.m. (4 hours per day)

Funcinpec Television

- Started broadcasting March 1993
- Only covers Phnom Penh area (100 watts, will be 1 kw shortly)
- Broadcasting time is from 5:30 p.m. to 10:00 p.m. (4$^1/_2$ hours per day)

IBC Cambodia TV Station

- Concession period 30 years
- Nationwide coverage with power output of 10 kw
- Broadcasting time is from 11:30 a.m. to midnight
- Popular news, doculmentaryl, sports, films, drama (Thai/Khaner)
- Very popular channel since 1993 among local people

Source: the network, The Ogilvy Company

## BROADCASTERS

**IBC Cambodia**
Boret Keila Street, 169 Sangkat Vealvong,
Phnom Penh, Cambodia
***Tel:*** 855 23 66061
***Fax:*** 855 23 66063

**Television of Cambodia**
#19 St 242 Chatomuk, Daun Penh, Cambodia
***Tel:*** 855 23 2983
***Fax:*** 855 23 2731

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| COUNTRY | LAOS |
|---|---|
| Official Name | Lao People's Democratic Republic |
| Total Area (Sq, Km) | 236,800 |
| Population | 4,837,237 |
| Capital | Vientiane |
| Currency | New Kip |
| Exchange Rate 7/96 to USD$ | 1US$=700 kips |
| Languages | Lao (official), French, English and various ethnic languages |
| Ethnic Divisions | 68% Lao Loum (lowland); 22% Lao Theung (upland); 9% Lao Soung (highland), the Hmong (Meo) and the Yao (Mien); 1% ethnic Vietnamese and Chinese |
| Religion | 60% Buddhish; 40% others |
| TV Penetration | n/a |
| VCR Penetration | n/a |
| Per Capita Income USD$ (Est) | n/a |
| Cinema Attendance | n/a |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | RTNL, IBC Laos |

South-east Asia's smallest nation has a mere 10 per cent penetration for television with Lao National Radio and Television (RTNL) reaching little more than 40,000 households in the capital Vientiane.

Lao television is beginning to benefit from alliances with Australia, Japan and neighbouring Thailand whose International Broadcasting Corporation (IBC) helped to set up IBC Laos through a joint venture. The channel began transmissions in 1994 with 56 hours a week of programs, adding to the state-run RTNL service's 35-hour a week schedule. The Australia Broadcasting Corporation has provided programming and technical assistance, and the Japanese government weighed in with a $100 million grant to modernise its facilities. In addition, all four Bangkok terrestrials can be picked up in Vientiane.

Thai tycoon Sondhi Limthongkul has announced a $480 million plan to launch two direct to home satellites to serve Asia - the region's first dedicated DTH birds.

Laostar 1 will launch at the end of 1997, with the second, Laostar 2, to go up 12 months later. Laostar 1 and 2 will each carry a payload of 32 Ku-band transponders aimed at three separate sections of Asia. The first will be aimed at the Indian subcontinent, India, Pakistan and Sri Lanka; the second to south-east Asia, Thailand, Singapore, Malaysia while the third will cover north-east Asia, including Hong Kong, Korea, eastern China and Taiwan.

**MEDIA ENVIRONMENT**

**Televison**

Lao National Television —Channel 9 (5 kw)

*Timing*

- Morning 7:00 a.m. 7:30 a.m.
- Evening 6:30 p.m. to 10:00 p.m.

*Advertising*

- Six breaks per day

IBC Lao —Channel 3 (10kw)

*Timing*

- Weekdays 4:30 p.m. to 11:30 p.m.
- Weekends 11:00 a.m. to 11:30 p.m.

*Advertising*

- n/a

Source: the network, The Ogilvy Company

Limthongkul publisher of the regional newspaper The Asia Times, is developing the satellites with the government of Laos. Although the Communist country remains one of the most underdeveloped in the region, Limthongkul has taken advantage of its allocation of an orbital space for a satellite at 116 degrees east under international conventions to allow it to join the rush among south-east Asian nations including Malaysia, Thailand and Indonesia to launch birds.

Limthongkul said viewers would need a receiving dish just one foot in diameter to pick up signals from the satellites; digital compression would allow them to carry 500 channels between them, he also forecast. However, Limthongkul was less forthcoming about what programming would be carried. Laostar would carry western-made sports, news and educational channels and that he welcomed joint partnerships with Asian countries and program sharing.

Laos has two radio stations broadcasting during the daytime, and four weekly daily newspapers with very small circulations; advertising on either medium is very low cost indeed.

## ASSOCIATIONS

**Committee for Planning and Cooperation**
Luang Prabang Rd, Vientiane, Laos
***Tel:*** 856 21 216 664
***Fax:*** 856 21 215 491
**Contact:**
Mr. Houmpheng Souralay, Deputy Director

## BROADCASTERS

**IBC Laos**
50 Ban Nongbon, Tha Huang Say Settha,
Vientiane Laos
***Tel:*** 856 21 413 447
***Fax:*** 856 21 413 447

**Lao National Radio & Television (RTNL)**
Pangham Street, Vientiane Laos
***Tel:*** 856 21 5609

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# NOTES

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| Tokyo | Tel : (81) 3-5466-1561 | Fax : (81) 3-5466-1560 |
| New Delhi | Tel : (91) 11-301-6162 Ext. 222 | Fax : (91) 11-301-9480 |

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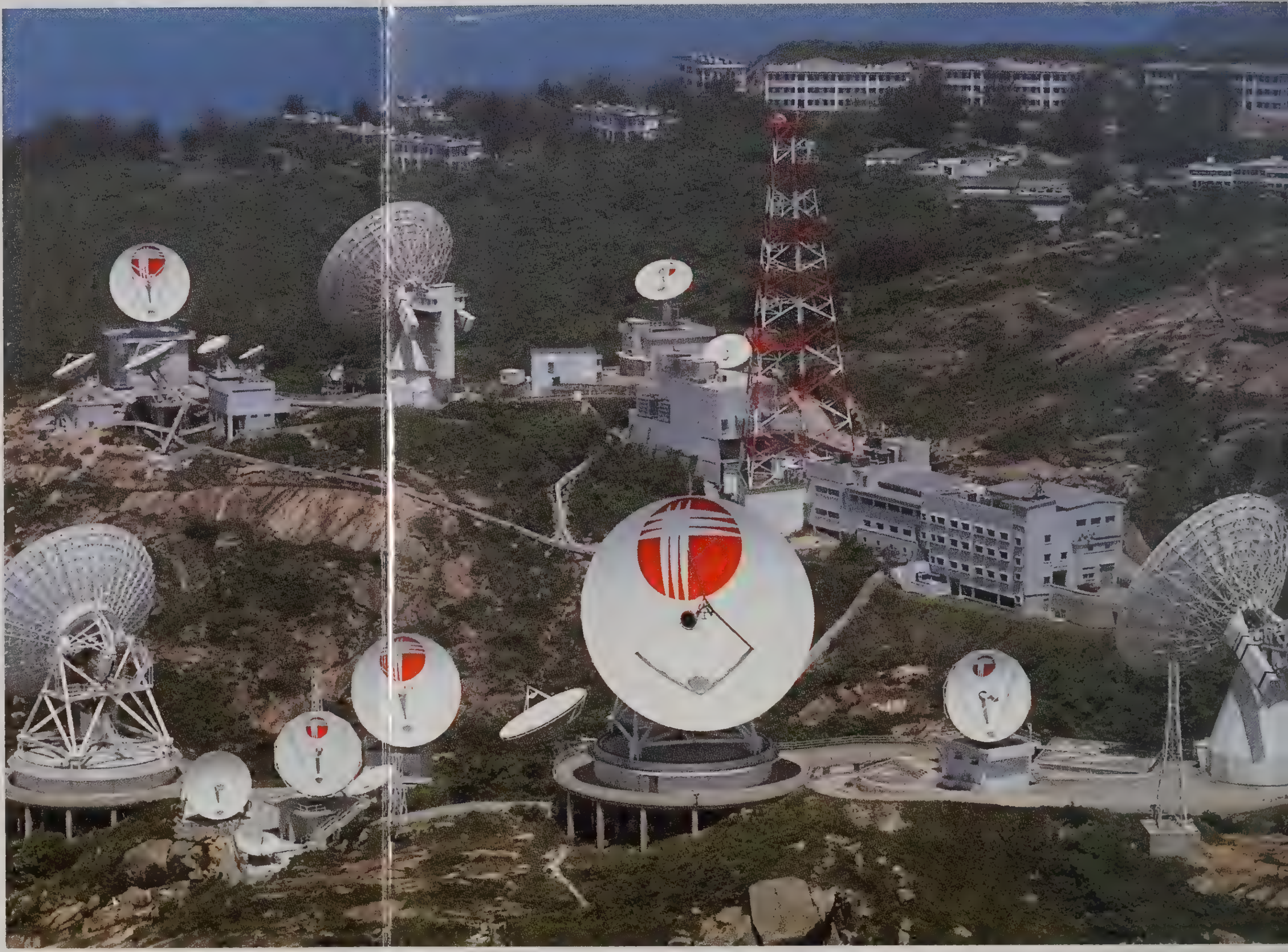

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With its strategic geographical location and high degree of technological development, Hong Kong is able to reach not only the Pacific and Indian Ocean INTELSAT satellites, but many other regional satellite systems including AsiaSat, ApStar, Palapa, PanAmSat and TDRSS.

The teleport operates 17 antennas, including seven INTELSAT Standard A stations. Each satellite dish is capable of supporting full-time or occasional analogue and digital television services to ensure fail-safe communications.

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*What can be* ***imagined,*** *can be* ***achieved.***

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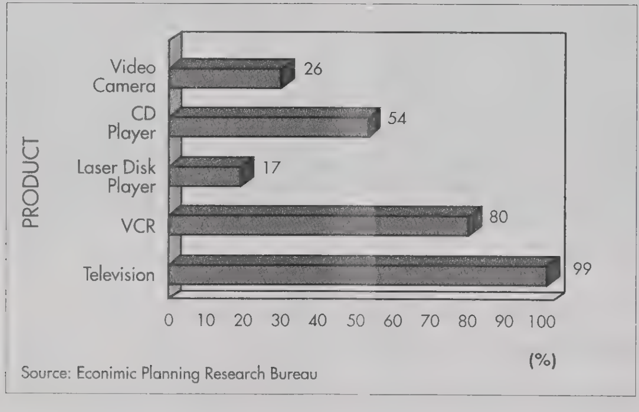
In Asia, Japan is regarded in the same way as the United Kingdom is in Europe. By tradition and proximity they are wedded to the land mass that lies across short stretches of water. Yet in attitude, both Japan and the UK remain on their own; separate markets and with a radically different way of running its institutions.

The recession of the last few years that burst the "bubble economy" of the 1980s cannot overshadow Japan's colossal achievement of rebuilding itself from the devastation of the Second World War. Even with the economic slippage of the present decade Japan's per capita income is the highest in the Asia-Pacific region at more than $28,000 and it is far more evenly balanced than most countries in the region.

| COUNTRY | JAPAN |
|---|---|
| Official Name | Japan |
| Total Area (Sq, Km) | 377,835 |
| Population | 125,506,492 |
| Capital | Tokyo |
| Currency | Yen |
| Exchange Rate 7/96 to USD$ | 110.6 |
| Languages | Japanese, English |
| Ethnic Divisions | 99.4% Japanese, .6% Korean & other |
| Religion | 84% Shinto/Buddhist, 16% Christian & other |
| TV Penetration | 99% |
| VCR Penetration | 80% |
| Per Capita Income USD$ (Est) | 28,220 |
| Cinema Attendance | 24% |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | NHK, Asahi National Broadcasting Company, Fuji TC, Nippon TV (NTV), Tokyo Broadcasting System, TV Tokyo Channel 12. |

Colour television penetration runs at 96 per cent of Japan's 44 million households and nearly two-thirds own two colour sets; 80 per cent own VCRs. Television viewing is a fairly high four hours a day, with much of this figure made up of women and old people.

**Ownership of TV & VCR JAPAN**



Source: Econimic Planning Research Bureau

When it comes to the dynamics of television, Japan displays some schizophrenic tendencies. Its companies have invented many of the late twentieth century's most technically innovative devices. But the roll out of alternative forms of distribution like satellite and especially cable have been disappointing. And while service providers can produce scores of different channels, Japanese viewers remain wedded to a staple prime time diet of drama, news and game shows that are practically interchangeable from channel to channel. Finally in a country where conformity to the common cause underpins society, Japan's regulators have obliged consumers to invest in an expensive set of new equipment each time they connect with a different pay tv provider.

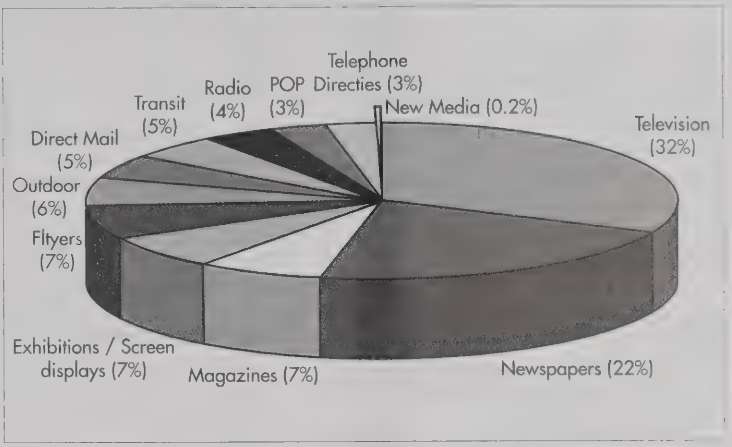
Direct to home (DTH) technology is the current media buzz word in Japan, with two services DirecTv and PerfecTV! slated to do battle for viewers not only with satellite and cable operators, but with each other as well. Public broadcaster Nihon Hoso Kyokai (NHK) became the first DTH provider in 1989 with two channels, with Wowow coming on stream two years later. PerfecTV! is now marketing its newly-opened service aggressively and DirecTv is due for launch in 1997.

Even with Japan's high average household incomes, tuning into DTH is not cheap with equipment retailing for anything between $700 and $1,500 with sign up fees and monthly subs on top. Subscriptions are also highly tiered with each channel costing anything from $2.60 to as much as $24 for a channel. The service providers like DirecTv are promising to deliver as many as 100 channels - the same number as News Corporation chairman Rupert Murdoch outlined his proposed Japanese digital satellite service will provide by the end of the century.

Finding the programming to attact viewers to these services, let alone fill that enormous vacuum of airtime, remains a crucial issue that no one will answer, perhaps justifiably on the grounds they simply do not know how they will at the moment. Currently some program makers are questioning or even abandoning alliances with satellite providers. Aware of the value of their software, they are leasing their own transponders.The national free-to-air terrestrial networks, two NHK channels and five privately-owned ones, remain in the driving seat when it comes to attracting viewers. Consumer polls show little unhappiness with the staple fare dished out in the four-hour-long Golden Time that ends at 11pm among the bulk of viewers. This means variety, news, drama and some sports events like baseball and soccer. Ratings consistently put Japanese historical dramas at the top, for men, women and families.

If DTH operators face a problem of consumer resistance, then the lot of cable operators is worse. The cost of cabling and programming have plummeted yet the slow take-up rate of cable tv has made the industry particularly sensitive to high program costs. Typically from a $35 monthly subscription, $20 will be used to pay for basic and premium tier programming. Some operators have begun to cut entry fees for new subscribers, but many are simply unable to pare their margins even thinner than they currently are. Projections for cable and satellite penetration nevertheless predict a 90 per cent reach by 2005.

**Adspend by Media JAPAN**



Source: Densu

Total does not equal 100% due to rounding

The growth in television sources has led to a decline in the number of video stores and movie theatres in the last few years, although the latter medium recorded a respectable little rise in 1995, despite the fact Japan has the world's highest ticket price. This accounts for the fact that box office revenue has not suffered a decline. As with the rest of the region, US-style multiplexes are leading a quiet revolution in movie-going habits.

Television remains the single most popular advertising medium, taking just under a third of the total adspend. Outdoor advertising is a surprisingly small six per cent of the total with radio a mere four per cent, an amount mirrored for the medium in many Asian markets. Magazine readership is high in Japan, helped by the national obsession with having hobbies, and the medium has a seven per cent share of the advertising pie. In turn newspapers take 22 per cent and the bulk of that goes to the top five circulation titles with the Yomiuri Shimbun and Asahi Shimbun well ahead of the next three

Japanese technical innovation is still well ahead of much of the rest of the world; when Japan bid for the chance to host the 2002 soccer World Cup they based part of their presentation on a plan to host virtual reality games in stadia with pictures relayed from the actual game to spectators unable to get tickets to attend. It has been the leader in advanced television including the analogue Hi Vision and then a digital version, although implementation of both remains bogged down by arguments over how they should be introduced. Numerous financial and technical alliances have been announced for the development of interactive television.

The strength of Japanese consumer spending has helped to sustain the high cost of alternative forms of television. However the resistance householders have shown to cable may be reflected in their response to the new wave of DTH services unless there is some lowering of price. Viewers have shown little desire to change their standard programming choice up to now which must raise questions about what satellite, DTH and cable tv can offer to entice Japanese to sign up.

## GOVERNMENT

**Ministry of Posts and Telecommunications**
3-2 Kasumigaseki 1-Chome Chiyoda-Ku
Tokyo, Japan
***Tel:*** 81 3 3504 4411
***Fax:***81 3 3506 0634

## ASSOCIATIONS

**Electronics Industries Association of Japan**
Tokyo Chamber of Commerce & Industry
Building 2-2, Marunouchi, 3-Chome
Chiyoda-ku, Tokyo, Japan
***Tel:*** 81 3 3211 2765
***Fax:*** 81 3 3213 1371
**Contact:**
Mr. Tamotsu Harada, Public Affairs Manager

**HDTV - HI Vision Promotion Association**
1-9-6 Sendagaya Shibuya-Ku, Tokyo 151 Japan
***Tel:*** 81 3 3746 1126
***Fax:*** 81 3 3746 1138

**Japan CATV Association**
SDI Gotanda Building, 2nd Floor
7-13-6 Nishi-Gotanda, Shinagawa-ku
Tokyo, Japan
***Tel:*** 81 3 3490 2022
***Fax:*** 81 3 3490 2575

**Kusatsu TV Broadcasting Association**
449 Kusatsu, Kusatsu-cho
Azuma-gun Gunma, 377-17 Japan
***Tel:*** 81 27988 4060

**National Association of Commercial Broadcasters in Japan**
Bunshun Building, 3-23 Kioi-cho
Chiyoda-ku, Tokyo102, Japan
***Tel:*** 81 3 3265 7481
***Fax:*** 81 3 3261 2860
**Contact:**
Mr. Tomoko Nakahara, International Relations

## BROADCASTERS

**Asahi National Broadcasting Co Ltd**
1-1-1 Roppongi, Minato-ku, Tokyo,106 Japan
***Tel:*** 81 33 587 5412
***Fax:*** 81 33 505 3539
**Contact:**
Mr. Yasubumi Hiyoshi, G.M., Intl

**Fuji Television Network**
3-1 Kawada-cho, Shinjuku-ku Tokyo Japan
***Tel:*** 81 3 3353 1111
***Fax:*** 81 3 3358 8038
**Contact:**
Mr. Hisashi Hieda, President

**NHK Japan Broadcasting Corporation**
2-2-1Jinnan Shibuya-ku, Tokyo 150-01 Japan
***Tel:*** 81 3 3465 1111
***Fax:*** 81 3 3469 8110
**Contact:**
Mr. Mikio Kawaguchi, President

**Nippon Television Network Corporation(NTV)**
14 Niban-cho Chiyoda-ku, Tokyo 102-40 Japan
***Tel:*** 81 3 5275 1111
***Fax:*** 81 3 5275 4008
**Contact:**
Mr. Yosoji Kobayashi, Chairman

**Tokyo Broadcasting System Inc**
5-3-6 Akasaka Minato-ku, Tokyo 107-06 Japan
***Tel:*** 81 3 3584 3111
***Fax:*** 81 3 3588 6378
**Contact:**
Mr. Hirozo Isozaki, President

**TV Tokyo Channel 12**
4-3-12 Toranomon Minato-Ku, Tokyo, Japan
***Tel:*** 81 3 3432 1212
***Fax:*** 81 3 5473 3445
**Contact:**
Mr. Sugino, Chairman

## SATELLITE BROADCASTERS

**Asahi New Star**
Asahi Shimbun Annex
Tsukiji, Tokyo 104-11, Japan
***Tel:*** 81 3 5550 6111
***Fax:*** 81 3 5550 6066

**Book Channel**
(Book Info)
Kodansha CATV Department
2-12-21 Otowa Bunkyo-ku, Tokyo 112-01 Japan
***Tel:*** 81 3 5395 3700
***Fax:*** 81 3 3946 7334

**Candy Children's Channel**
Yamada Bldg 12 Floor 3-30-12
Nakano, Tokyo, 164 Japan
***Tel:*** 81 3 3380 1451
***Fax:*** 81 3 3380 4601

**Channel O**
c/o Asahi Hoso 2-248 Oyodo
Minami, Kita-ku, Osaka 531, Japan
***Tel:*** 81 6 452 1161
***Fax:*** 81 6 452 1222

**CSN-1 Movie Channel**
Cable Soft Network Corporation
1-21 Ageba-cho, Shinjuku-ku, Tokyo 162 Japan
***Tel:*** 81 3 3268 5901
***Fax:*** 81 3 3268 5904

**Igo Shoji Channel**
Nikken Satellite Bldg 2-68-1
Ikebukuro Toshima-ku, Tokyo 171 Japan
***Tel:*** 81 3 5992 5041
***Fax:*** 81 3 5992 5049

**Japan Power Supply (Power Channel)**
Meguro Cue Building, 2-24-12 Shimomeguro
Tokyo 153 Japan
***Tel:*** 81 3 3495 1109
***Fax:*** 81 3 3495 1129

**Japan Satellite Broadcasting Inc**
(WOWOW World Entertainment Station)
2-1-1 Irifune Chou-ku, Tokyo 104 Japan
***Tel:*** 81 3 5543 8000
***Fax:*** 81 3 5543 8100

**Japan Sports Channel (Sports-I)**
Itochu Building, 2-5-1 Kitaoyama, Minato-ku
Tokyo, Japan
***Tel:*** 81 3 3497 9900
***Fax:*** 81 3 3497 9909

**JCTV(CNN)**
6-2-23 Roppongi Minato-ku, Tokyo 106 Japan
***Tel:*** 81 3 3405 3191
***Fax:*** 81 3 3423 6919
**Contact:**
Ms. Yuki Fukada, Intl Affairs

**MTV**
(Music Television)
3-25-11 Higashi Shibuya-Ku, Tokyo 150 Japan
***Tel:*** 81 3 5466 1103
***Fax:*** 81 3 5466 1108

**Music Bird**
Ferute Kojimachi 1-7
Kijimachi Tokyo 102 Japan
***Tel:*** 81 3 3261 8180
***Fax:*** 81 3 3261 8975

**Neo Satellite Vision**
(Kids Station)
2-14-1 Ginza, Chuo-ku, Tokyo 104 Japan
***Tel:*** 81 3 3545 3207
***Fax:*** 81 3 3545 3292

**Nihon Eisei Tsushin Co Ltd**
(Funky Banana Channel)
4-17-3 Sugo Miyamae-ku,
Kawasaki-shi Kanagawa, Prefecture 213 Japan
***Tel:*** 81 44 975 4270
***Fax:*** 81 44 975 4261

**Nihon Eizo Network**
(Let's Try/ C's Station)
C/O Hakuhokdo 3-22 Kanda
Nishiki-cho Chiyoda-ku, Tokyo 101 Japan

**Nikkatsu Communications(Neco/ Rainbow Channel)**
2-16-2 Higashi Azabu
Minato-ku Tokyo 106 Japan
***Tel:*** 81 3 3505 2511
***Fax:*** 81 3 3505 0881

**Nikkei InfoStation (Nikkei Satellite News)**
1-9-5 Otemachi Chiyoda-ku
Tokyo 100-66 Japan
***Tel:*** 81 3 5294 2450

***Fax:*** 81 3 5294 2459

**Nippon Cable News (NCN)**
c/o Nippon Television, Network 14 Nibancho,
Chiyoda-ku Tokyo 102-40 Japan
***Tel:*** 81 3 6275 1111
***Fax:*** 81 3 5275 4020

**PCM Network**
5 Banchi, Sanbancho Chiyoda-ku
Tokyo 102 Japan

**PCM Network**
Sanbancho K Bldg 4 Fl Sanbancho
Gobanchi, Tokyo 102 Japan
***Tel:*** 81 3 3222 1391
***Fax:*** 81 3 5276 0470

**Satellite Channels Inc**
(Asahi New Star)
Asahi Shimbun Shinkan 5-3-2
Tsuikiji, Chuo-ku Tokyo 104 Japan
***Tel:*** 81 3 5550 6111
***Fax:*** 81 3 5550 6039

**Shockhiku Entertainment Channel**
(Japanese movies and plays)
1-13-5 Tsukiji Chuo-ku, Tokyo 104 Japan
***Tel:*** 81 3 3542 5551
***Fax:*** 81 3 5565 4348

**Shockiku Pay Per View (SPPV)**
Shochiku Kaikan, 5th Floor
1-13-5 Tsukiji Chuo-ku Tokyo 104 Japan
***Tel:*** 81 3 3542 5551
***Fax:*** 81 3 5565 4348

**Space Shower**
Toshin Aobadai Bldg 3-10-9
Aobadai Meguro-ku, Tokyo 153 Japan
***Tel:*** 81 3 3770 5721
***Fax:*** 81 3 3770 5745

**Space Vision Network (Gaora)**
Mainichi Kaikan Kitakan 1-6-16 Toshima,
Kita-ku Osaka 530 Japan
***Tel:*** 81 6 341 5146
***Fax:*** 81 6 341 5148

**Sport I**
Stage Jingumae No 2 Bldg
Shibuya-ku, Tokyo, 150 Japan
***Tel:*** 81 3 3497 9905
***Fax:*** 81 3 3497 9909

**Star Channel**
4-17-7 Akasaka Minato-ku, Tokyo 107 Japan
***Tel:*** 81 3 5563 0438
***Fax:*** 81 3 5563 0440

**Star TV Japan**
6th Floor Aoba Roppongi Bldg. 3-16-33
Roppongi Minato-Ku, Japan
***Tel:*** 81 3 5573 2631
***Fax:*** 81 3 5563 2654
**Contact:**
Mr. John McBride, Director
Mr. Frank Foley, Sale Director

**Super Channel**
Akabishi Bldg 3F 4-1-29
Akasaka Minato-ku, Tokyo 107 Japan
***Tel:*** 81 3 5563 0433
***Fax:*** 81 3 5563 0437

**Tobu Cable Media**
(Tobu Channel)
1-1-2 Oshiage Sumida-ku, Tokyo 131 Japan
***Tel:*** 81 3 3621 5180
***Fax:*** 81 3 3621 5489

**Tokyo Cable Network**
1-2-8 Koraku, Bunkyo-ku, Tokyo 112 Japan
***Tel:*** 81 3 3818 2600
***Fax:*** 81 3 3818 6797

**Travel Channel/ Lemon Channel/ Kids Station**
Okura Shoji, Film Business
Team Moriyama Bldg 2-14-1
Ginza Chuo-ku Tokyo 104 Japan
***Tel:*** 81 3 3545 3207
***Fax:*** 81 3 3545 3292

**Weather and Marine**
1-20-4 Sakuradai Nerima-ku, Tokyo 176 Japan
***Tel:*** 81 3 5999 2711
***Fax:*** 81 3 5999 2729

**WOWOW**
2-1-1 Irifune Chuo-ku, Tokyo 104 Japan
***Tel:*** 81 3 5543 8000
***Fax:*** 81 3 5543 8081

**WX24 Space Weather Station**
Makuhari Messe Techno
Garden CD2 1-3 Nakase
Mihama-ku Chiba 261-01 Japan
***Tel:*** 81 43 274 5524
***Fax:*** 81 43 274 4959

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**A.D. Vision - Tokyo Inc.**
Ursa Major 202, 3-16-23 Higashinakano
Nakano-ku, Tokyo 104 Japan
***Tel:*** 81 3 3369 5481
***Fax:*** 81 3 3365 7819

**Comstock Ltd.**
Sanwatto Watanabe Building
2/F, 3-21-21 Akasaka, Tokyo 107 Japan
***Tel:*** 81 3 3586 0140
***Fax:*** 81 3 3586 0160

**Documentary Japan**
Mitsuwa Annex Building
6-15-1 Akasaka, Minato-ku, Tokyo 107 Japan
***Tel:*** 81 3 5570 3551
***Fax:*** 81 3 5570 3550

**Express Co. Ltd**
4-14-19 Tenma, Kita-Ku, Osaka-Shi
Osaka 530 Japan
***Tel:*** 81 6 353 1561
***Fax:*** 81 6 353 7439
**Contact:**
Mr. Kunimasa Otomi, President
Mr. Daisuke Suzuki, Producer
Ms. Kayo Tamura
**Year Established:** 1961

**JIC Co. Ltd.**
4-5-16 Yoga, Setagaya-ku, Tokyo 158 Japan
***Tel:*** 81 3 5716 6565
***Fax:*** 81 3 5716 6564

**KSS Inc.**
1-6-7 Togoshi, Shinagawa-ku, Tokyo 142 Japan
***Tel:*** 81 3 5702 5511
***Fax:*** 81 3 5702 5740

**Media International Corporation**
NR Building, 3/F, 5-5 Kamiyama-cho
Shibuya-ku, Tokyo 150 Japan
***Tel:*** 81 3 3468 6984
***Fax:*** 81 3 3466 9530

**Mitsui & Co Ltd.**
2-1 Ohtemachi, 1-chome
Chiyoda-ku, Tokyo Japan
***Tel:*** 81 3 3285 7911
***Fax:*** 81 3 3285 8623

**Movie Television Inc.**
7/F Mani Building 5-16-22
Roppongi, Minato-ku, Tokyo 106 Japan
***Tel:*** 81 3 3584 6196
***Fax:*** 81 3 3589 3919

**Power Television Co. Ltd.**
1520 Buc-Nakagin Building
2-8-12 Kachidoki Chuo-ku, Tokyo 104 Japan
***Tel:*** 81 3 5560 1818
***Fax:*** 81 3 5560 1828

**Sumitomo Corporation**
Sumisho Kanada Bldg., 3-24-4
Kanadanishikicho
Chiyoda-ku Tokyo, 101 Japan
***Tel:*** 81 3 3296 7352
***Fax:*** 81 3 3296 7359

**TMS Kyokuichi Corporation**
5-39-1 Kamitakada, Nakano-ku,
Tokyo 164 Japan
***Tel:*** 81 3 3319 1133
***Fax:*** 81 3 3319 0404

**Tohan Kikaku Co Ltd.**
28-9 Yarai-cho, Shinjuku-ku, Tokyo 162 Japan
***Tel:*** 81 3 3267 7371
***Fax:*** 81 3 3267 8889

**Turner International Japan, Inc.**
Nishiazabu Mitsui Building, Suite 801
41730 Nishiazabu, Minatoku, Japan
***Tel:*** 81 3 5466 1561
***Fax:*** 81 3 5466 1560
**Contact:**
Mr. Kiyoe Nakagawa, Special Projects

# CABLE OPERATORS

**ACCS**
1-1387 Takezomo, Tsukuba 305 Japan
***Tel:*** 81 298 526 111
***Fax:*** 81 298 580 220
**Contact:**
Mr. Toshiro Kambe
**Number of Subs:** 42,000
**Monthly Charge:** 2,800 Yen
**Premium Channels:** Yes
**Year Established:** 1985

**Asamachi Nogyo Kyodokumiai**
985 Asahigaoka, Asa-cho
Asakita-ku Hiroshima, 731-33 Japan
***Tel:*** 81 82 838 2111

**C & E Inc.**
4-14-19 Tenma, Kita-Ku, Osaka-shi
Osaka 530 Japan
***Tel:*** 81 6 353 7083
***Fax:*** 81 6 353 7439
**Contact:**
Mr. Kunimasa Otomi, President
Mr. Kenzo Tamura, Director
Mr. Fujio Endo, Director
**Monthly Charge:** 600 Yen
**Year Established:** 1996

**Cable Network Chiba Co. Ltd.**
228 Takashina, Chiba-shi, Chiba, 260 Japan
***Tel:*** 81 472 33 8011

**Cable TV Tokushima Co. Ltd.**
1-17 Shinzo-cho, Nikura, Tokushima, 770 Japan
***Tel:*** 81 886 55 4000

**CATV Fujigoko**
Onoya Bldg., 218 Shimoyoshida
Fujiyoshida, 403 Japan
***Tel:*** 81 555 22 1714

**Chukai TV**
610 Kawasaki, Yonago, 683 Japan
***Tel:*** 81 859 29 2211

**Chusan Cable Vision**
1-12-18 Tenma-cho, Marugame, 763 Japan
***Tel:*** 81 877 24 6111

**CNW**
248 Tokumori, Ozu, 795 Japan
***Tel:*** 81 8 93 25 0212

**CV21**
2-4-8 Watanabe-tori, Chuo ku
Fukuoka, 810 Japan
***Tel:*** 81 9 2 771 2700

**Elu City Shin Urayasu**
Elu City Urayasu, 1-6-1 Mihama
Urayasu, 271-01 Japan
***Tel:*** 81 473 53 3864

**FCV**
30-10-22 Hakataeki-higashi, Hakata-ku
Fukuoka, 812 Japan
***Tel:*** 81 92 441 6700

**Hagi Cable Network**
451 Aza Eco, Oaza Eco, Hagi, 758 Japan
***Tel:*** 81 8382 5 7400

**HCTV**
19-1 Kokubo, Hanno, 357 Japan
***Tel:*** 81 429 74 3611

**Higashi Izu Cable TV Broadcasting (HI-CAT)**
763 Inetori, Higashiizu-cho
Kamo-gun Shizuoka, 413-04 Japan
***Tel:*** 81 5585 2 5232

**Hiroshima Cable Vision Co. Ltd.**
2-43-7 Bishamondai, Asaminami-ku
Hiroshima, 731-01 Japan
***Tel:*** 81 82 838 2111

**ICTV**
1542-21 Tani, Tachibanacho-tori
Imari, 848 Japan
***Tel:*** 81 955 22 3506

**INA Cable Vision**
Shimokasuga-machi, Nishimachi-ku
Shimo, Ina-shi, Ina, 396 Japan
***Tel:*** 81 265 73 2020

**Information Network Community Inc.**
Densan Bldg.,
451 Minaminaganoken-cho Oaza
Nagano, 380 Japan
***Tel:*** 81 262 33 1713

**Isahaya Cable TV**
69 Hei, Asahimachi, Isahaya, 854 Japan
***Tel:*** 81 957 22 1193

**IZU Higashi Nogyou Kyodo Kumiai**
2804 Inetori, Higashiizu-machi
Izu-cho, Kamo-gun, Shizuoka, 413-04 Japan
***Tel:*** 81 557 95 1211

**Japan Cable Vision Co. Ltd**
129-1, Tanaka-Cho, Nishinotoin-Dori
Marutamachi-Sagaru, Nakagyo-Ku
Kyoto 604 Japan
***Tel:*** 81 75 211 8225
***Fax:*** 81 75 211 8227
**Contact:**
Mr. Kunihiko Morioka
**Number of Subs:** 50,000
**Monthly Charge:** 12,000 Y

**JCV**
2-10-25 Saijo, Joetsu, 943 Japan
***Tel:*** 81 255 24 6118

**Kanto TV**
1079 Kamioso, Shioyama, 404 Japan
***Tel:*** 81 553 33 2252

**Kishiwada TV**
2405-1 Doi-machi, Kishiwada, 292 Japan
***Tel:*** 81 724 36 3636

**Kitakami CATV**
1-5-19 Motoishi-machi, Kitakami, 024 Japan
***Tel:*** 81 197 64 5111

**Kobe Cable Vision**
4-1-1 Naka-machi, Minatojima
Chuo-ku Kobe, 650 Japan
***Tel:*** 81 78 302 2381

**Kochi Cable TV Co. Ltd.**
10-12 Wakamatsu-cho, Kochi-shi
Kochi, 780 Japan
***Tel:*** 81 888 84 0211

**Kokufu-cho (KHK)**
1280 Hirose-machi, Kokufu-cho
Yoshiki-gun, Gifu, 509-41 Japan
***Tel:*** 81 5777 2 3111

**Kokufu-cho Nouji Housou**
813 Hibiraki, Kokufu-cho
Tokushima-shi, Tokushima, 779-31 Japan
***Tel:*** 81 886 42 6050

**Kozushima Mura**
904 Kozushima-mura, Tokyo, 100-06 Japan
***Tel:*** 81 4992 8 0011

**Kyosai CATV**
985-42 Ogasawara, Kushigata-cho
Kema-gun, Yamanshi, 400-03 Japan
***Tel:*** 81 552-82 5690

**Kyushu Cable TV**
5-41 Higashi-machi, Hita, 877 Japan
***Tel:*** 81 973 24 4037

**MCTV**
581-2 Aza Shimosato, Hirara, 906 Japan
***Tel:*** 81 9807 2 1726

**Meishodo Mi**
12-28 Nishisengoko,
P.O. Box 892 Kagoshima, Japan
***Tel:*** 81 992 253 032
***Fax:*** 81 992 264 949

**Minakuchi TV**
88 Nasaka, Minakuchi-cho
Koga-gun Shiga, 528 Japan
***Tel:*** 81 748 62 6560

**NCTV**
Takahashi Bldg., 2-2-5 Igodai,
Narita, 286 Japan
***Tel:*** 81 476 22 1001

**Nihama TV Network**
2-3-17 Sakai-cho, Nihama, 792 Japan
***Tel:*** 81 897 32 7777

**Nihonkai Cable Network Co. Ltd.**
Shin Nihonshinbun, 22 Oogimachi
Tottori, 680 Japan
***Tel:*** 81 857 21 2255

**Nishi Kyushu Kyocho**
4-4 Kamigyo-cho, Sasebo, 857 Japan
***Tel:*** 81 956 25 6388

**Nishiki Cable TV**
Shisetsu Kumiai, 180 Nishiki,
Kisei-cho Watarai-gun, Mie, 519-29 Japan
***Tel:*** 81 5987-3 2213

**Nishiokibe-Mura**
Nishiokibe Aza, Nishiokibe-mura
Monbetsu-gun Hokkaido, 098-15 Japan
***Tel:*** 81 01588 7 2111:

**Nishiowari CATV & Co. Ltd**
83 Kannonbo Momojima-Cho
Tsushima-City Aichi, Tsushima City, Japan
***Tel:*** 81 567 258 561
***Fax:*** 81 567 258 560
**Contact:**
Mr. Hisao Yoshihara
**Number of Subs:** 5,000
**Monthly Charge:** 2,800 Y
**Premium Channels:** Yes
**Year Established:** 1988

**NNS (KOFU)**
1-4-24 Fujimi, Kofu, 400 Japan
***Tel:*** 81 552 51 7111

**Ooi-cho**
136-1-7 Hongou, Ooi-cho
Ooi-gun Fukui, 919-12 Japan
***Tel:*** 81 7707 1111

**OTK-TV**
76 Koyama Koyama-Cho
Sunto-gun Shiziaoka, 410-03 Japan
***Tel:*** 815506 48321

**Oumata Nogyo Kyodokumiai**
614 Tanaka, Oaza Kamiyoshiki,
Chiba-machi Awa-gun Tokushima,
771-16 Japan
***Tel:*** 81 883 36 5342

**Rokko Island Cable Vision**
5 Naka, Koyo-cho, Higashinada-ku
Kobe, 651 Japan
***Tel:*** 81 78 857 1261

**Sagaseki TV**
2201-1 Oaza Seki, Sagaseki-cho
Kitakaifu-gun Oita, 879-22 Japan
***Tel:*** 81 9757 5 1000

**Saikai TV**
2994-5 Hisahara, Yamashiro-cho
Imari, 849 Japan
***Tel:*** 81 955 28 4179

**Samukawa Cable Television Co. Ltd.**
8981 Kurami, Samukawa-cho
Takaza-gun Kanagawa, 253-01 Japan
***Tel:*** 81 467 75 8225

**Sannin Cable Vision**
Jichikaikan, 8-3 Tono-cho, Matsue, 690 Japan
***Tel:*** 81 852 23 2522

**Sanpo-cho Cable TV**
933 Yoshioka-cho, Kannonji, 769 Japan
***Tel:*** 81 875 24 1844

**Sapporo Cable TV Co. Ltd.**
Tsutai Bldg., 11-1292-4 Nishi,
Minami-ko Chuo-ku, Hokkaido, 064 Japan
***Tel:*** 81 11 518 2890

**Sendai CATV**
1-15-5 Honmachi, Aoba-ku, Sendai, 16 Japan
***Tel:*** 81 22 225 2211

**Shimoichi Cho**
1960 Shimoichi, Shimoichi-cho
Yoshino-gun, Nara, 638 Japan
***Tel:*** 81 7475 2 0001

**Shizuoka Cable Network**
Shin Shizuoka Centre, 1-1-1 Takasho
Shizuoka, 420 Japan
***Tel:*** 81 542 54 5181

**Suko Cable TV**
Silky Bldg., 1295-1, Kitayoko-machi
Suzaka, 382 Japan
***Tel:*** 81 262 46 1222

**Tokyu Fudosan**
3-13 Shinmachi, Chiba, 260 Japan
***Tel:*** 81 472 41 0109

**Tulip Net**
1-6-1 Mandai, Nigata, 950 Japan
***Tel:*** 81 25 247 4100

**TVM (Matsumoto)**
Enpei Bldg., 2-3-24 Chuo
Matsumoto, 390 Japan
***Tel:*** 81 263 35 1008

**Umagashiracho**
409 Oaza Umagashira,
Umagashira-cho Nasu-gun
Tochigi, 324-06 Japan
***Tel:*** 81 287 92 1111

## SATELLITE OPERATORS

**Arianespace**
Hibiya Central Building 1-2-9,
Nishi-Shimbashi, Minato-ku Tokyo, 105 Japan
***Tel:*** 813 3592276

**CS Ban**
Shiroyama JT Mori Building,
27 Floor, 4-3-1 Toranomon
Minato-ku Tokyo,105 Japan
***Tel:*** 81 3 5400 3700
***Fax:*** 81 3 3437 6620

**Fujitsu General**
1116 Suenaga Taktu, Kawasaki
P.O. Box 213 Kanagawa, Japan
***Tel:*** 81 44 866 1111

**Japan Satellite Systems Inc.**
Toranomon 17, Mori Bldg 5F,
1-26-5 Toranomon
Minato-ku Tokyo,105 Japan
***Tel:*** 81 3 5511 7773
***Fax:*** 81 3 3597 0601

**Superbird/Space Communications Corp.**
2-2-2 Uchisaiwaicho, Chiyoda-ku
Tokyo, 100 Japan
***Tel:*** 81 3 3503 3181
***Fax:*** 81 3 3503 0902

**Tukumo Eletronics Corp**
1-11-3 Sotokanda, Chiyoda-ku
P.O. Box 101, Tokyo, Japan
***Tel:*** 81 33 254 3999
***Fax:*** 81 33 254 9939

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**A.C.N.**
Capital One Bldg., 43-1 Ko, Seibu, Arita-cho
Nishimatsura-gun, Saga, 844 Japan
***Tel:*** 81 955 43 250081

**ASTI Corporation**
626 Fukushima-Cho, Hamamatsu 430 Japan
***Tel:*** 81 53 425 3311
***Fax:*** 81 53 426 1644
**Contact:**
Mr. Kiyoshi Inoue, General Manager of Sales
**TVRO**
**Year Established:** 1963

**Barco Co. Ltd**
Daito Building, 1/F, 3-32-1 Takada,
Toshima Ku, Tokyo 171 Japan
***Tel:*** 81 3 5950 8100
***Fax:*** 81 3 5950 8110
**Contact:**
Mr. Jean Waucquez, Director
**Year Established:** 1993

**BS**
2-31-19 Shiba, Minato-ku, Tokyo,105 Japan
***Tel:*** 81 3 3769 6811
***Fax:*** 81 3 3452 7600

**CAC**
8-26-2 Yuraku-cho, Handa, 475 Japan
***Tel:*** 81 569 21 0070

**C. Itoh & Co**
5-1 Kita-Aoyama, 2-Chome,
Minato-ku Tokyo, Japan
***Tel:*** 81 33 497 2121

**DEBS Corporation**
204 Yamashita-cho, Naka-ku, Yokohama 231,
Port P.O. Box 13 Japan
***Tel:*** 81 45 651 1730
***Fax:*** 81 45 651 1842

**DX Antenna Co ltd**
2-15 Hamazaki-Dori, Hyogo-Ku
Kobe, 652 Japan
***Tel:*** 81 78 682 006
***Fax:*** 81 78 651 9544

**Contact:**
Mr, Kunimasa Otomi, President
Mr. Daisuke Suzuki, Producer
Ms. Kayo Tamura

**DX Trading**
7/F DX Building East Annex,
2-15 Hamazaki-dori, Hyogo-ku Kobe, 652 Japan
***Tel:*** 81 78 652 0613
***Fax:*** 81 78 652 0888

**Express Company Limited**
Tenma Park Building, 4-14-19 Tenma,
Kita-ku Osaka, 530 Japan
***Tel:*** 81 6 353 1561
***Fax:*** 81 6 353 7456

**Hinet**
Nakane Nissei Bldg., 4-25-18 Nishi-machi
Toyota, 471 Japan
***Tel:*** 81 565 35 3311

**Kyabetsu**
3-1-18 Kokubu-cho, Aoba-ku
Sendai, 981 Japan
***Tel:*** 81 22 273 6655

**Leader Electronics**
2-6-33 Tsunashima-Higashi
Kohoku-ku, Yokohama 223 Japan
***Tel:*** 81 3 541 2123
***Fax:*** 81 3 544 1280

**Lockheed Martin Int'l Ltd.,**
Kowa Building No 35, Fifth Floor
1-14-14 Akasaka, Minato-Ku
Tokyo 107, Japan
***Tel:*** 81 3 3588 5230
***Fax:*** 81 3 3588 5262
**Contact:**
Mr. Arlo A Brown, V.P. Int'l

**Maspro Denkoh Corp**
Aihci-gun, Nagoya-Shigai, 47001 Japan
***Tel:*** 81 52 802 2211
***Fax:*** 81 52 802 2200

**Matsushita Electric Industrial Co Ltd**
1-1 Matshushita-cho, Ibaraki
Osaka, 567 Japan
***Tel:*** 81 726 24 0520
***Fax:*** 81 726 25 8249

**Mitsui & Co Ltd.**
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CPO Box #822, Chiyoda-ku 102 Tokyo, Japan
***Tel:*** 81 3 3285 1111
***Fax:*** 81 3 3285 9912

**Moubic, Inc**
314, Koike Hamamatsu, Shizuoka #435 Japan
***Tel:*** 81 53 433 1238
***Fax:*** 81 53 433 4030
**Contact:**
Mr. Makoto Ozawa, Director, Sales & Marketing
Mr. Tomohiro Asahina
Ms. Miwa Takikawa
**TVRO, CATV, MATV**
**Year Established:** 1973

**Okuyama CS Television Service**
147 Hirashimieu, P.O. Box 990
Yamagata, Japan
***Tel:*** 81 236 416 284
***Fax:*** 81 236 416 284

**Palcom Electronics Corporation**
4-8-13 Fujieda, Fujieda-Shi
Shizuoka-Ken, Japan
***Tel:*** 81 54 643 4807
***Fax:*** 81 54 644 4405

**Pioneer Electronic Corporation**
IK Building, 24-9 Kamiosaki, 2 Chome
Shinagawa-ku Tokyo, 141 Japan
***Tel:*** 81 3 5434 3039
***Fax:*** 81 3 5434 3227

**Rabbit Electronics Corp**
3-6-15 Shimotera, Naniwa
P.O. Box 556, Osaka, Japan
***Tel:*** 81 6 646 1391
***Fax:*** 81 6 646 1392

**Royal Intenational Co. Ltd**
2-3 5Chome, Kawahara-Dori
Showa-ku, Nagoya, Japan
***Tel:*** 81 52 752 5815
***Fax:*** 81 52 752 5817
**Contact:**
Mr. O. H. An, Chief of Korea
Mr. J. K. Song, Sales Department

**S-CAT**
857-1 Oaza Nagaki, Sawada-machi
Sado-gun Nigata, 952-13 Japan
***Tel:*** 81 2595 7 2310

**Scovill Japan Ltd**
Chibancho Central Bldg, 22-1,
Ichibancho Chiyoda-Ku, Tokyo, 102 Japan
***Tel:*** 81 3 3265 2634
***Fax:*** 81 3 3262 6016

**Sony Corporation**
4-10-18 Takanwa, Minato-ku, Tokyo 108 Japan
***Tel:*** 81 3 5448 7354
***Fax:*** 81 3 5448 7930

**Space Comm. Corp.**
2-8 Higashi-shinagawa, 2-chome
Shinagawa-ku, Tokyo,140 Japan
***Tel:*** 81 3 5462 1352
***Fax:*** 81 3 5462 1393

**Thompson Japan**
TBR Building 701, Kojimachi 5-7
Chiyoda-ku 102 Japan
***Tel:*** 81 3 3264 6346
***Fax:*** 81 3 3264 6696

**Toshiba Corporation**
1-2-1 Shibaura, Minato-Ku, Tokyo, 105 Japan
***Tel:*** 81 3 5484 5956
***Fax:*** 81 3 5484 5868

**U-Link**
Modern-Nakacho, Samala Mansion #605
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***Tel:*** 81 33 630 6415
***Fax:*** 81 33 630 6290

**Ward**
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Higashiosaka City 578 Japan
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Mr. M. Shimamoto

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Meguro-ku, Tokyo 153, Japan
***Tel:*** 81 3 3481 3700
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**Contact:**
Mr. David McCallum

**Nielsen Japan**
Keihin Higashi Ooi Building, 2-13-8,
Higashi Ooi, Shinagawa-ku, Tokyo 140, Japan
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***Fax:*** 81 3 5762 4637
**Contact:**
Mr. Megumi Horikoshi

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Ginza 2-Chome, Chuo-ku, Tokyo 104 Japan
***Tel:*** 81 3 3542 5231
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**Contact:**
Mr. Akira Amano, Publisher

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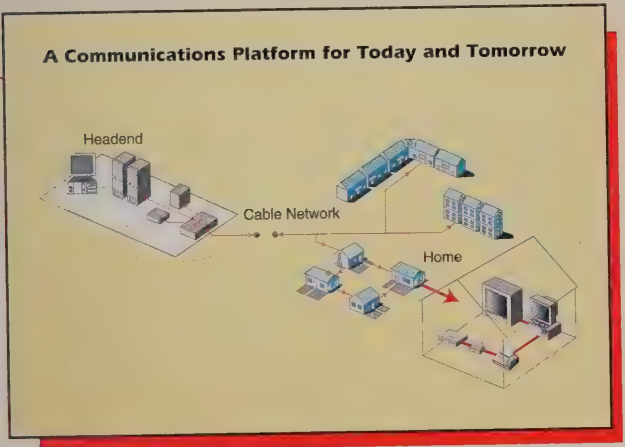

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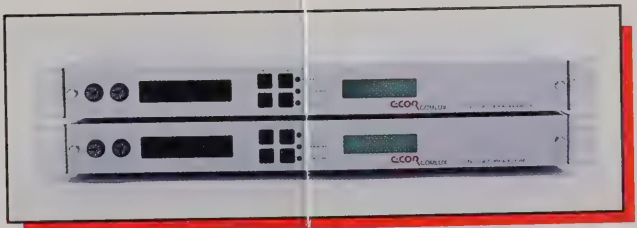

■ C-COR 3.1 Gb/s Digital Optical Terminals

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| COUNTRY | KOREA |
|---|---|
| Official Name | Republic of Korea |
| Total Area (Sq, Km) | 98,480 |
| Population | 45,553,882 |
| Capital | Seoul |
| Currency | Won (W) |
| Exchange Rate 7/96 to USD$ | 811.20 |
| Languages | Korean (Official), English |
| Religion | 48.6% Christian 47.4% Buddhist 5% Confucianism & others |
| TV Penetration | 100% |
| VCR Penetration | 88.8% |
| Per Capita Income USD$ (Est) | 6,800 |
| Cinema Attendance | 14% attend weekly |
| Video Viewing Habits | 85% (in Soeul) |
| Major TV Broadcasters | Korean Broadcasting System, Minhwa Broadcasting Corp (MBC-TV), Soeul Broadcasting System |

South Korea (Korea) is like so many Asian nations - caught in the middle of a vast economic boom whose side-effects can often clash with its traditional values. The efforts of the population to build a nation shattered by occupation and war have reaped their justified reward. Korea is hopeful of joining the Organisation of Economic Cooperation and Development next year and along with joint winners Japan, it will in 2002 become the first Asian nation to be chosen to host the soccer World Cup.

If its chaebols - or giant corporations like Daewoo Samsung and Hyundai - have become symbols of Korea's power abroad, its media industry reflects the nation's sense of well-being at home. A nationwide cable television system was launched in the spring of 1995, and a 12-channel satellite television system will debut next year, both complimenting the six-channel terrestrial service.

**MEDIA AT A GLANCE**

**Number of TV Stations:**

Terrestrial: 6
KBS2, MBC, SBS: Commercial
KBS1, EBS, AFKN; Non-commercial
Satellite: N.A. (1996—1997, 12 channels will be launched: 1996; 4 channels, 1997; 8 channels
Cable TV: 53 (27 channels)

**Number of Radio Stations:** 12

**Number of Newspapers:** 99

**Number of Consumer Magazines:** 158

**Number of Cinema Screens:** 639

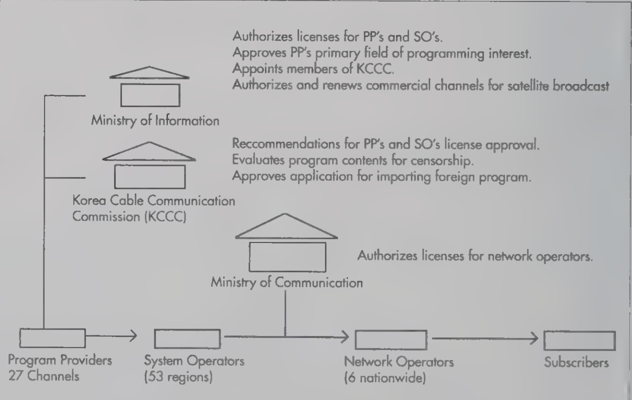
Source: the network, The Ogilvy Company

Not only is Korea among the top ten advertising markets in the world, it is only second in Asia to Japan and has seen significant rises in size each year since the early 1980s, mainly in the fields of television and newspapers. Unlike a number of other "bull" markets in Asia, its domestic media research is comprehensive.

Yet Korea's rollout of cable television is an illustration of the dangers inherent in introducing new technology that demands close coordination between private enterprise and government; between technologists and program makers. When transmissions began on March 1st, 1995, less than a third of the total number of homes that should have been wired up were. While six companies pledged their resources to building networks just two followed through with construction projects. Thirdly, with foreign involvement in programming (as well as ownership) restricted, Korean production houses had to admit they were simply not geared up to providing anything like enough software to drive the 27 new cable channels. Viewers, at least those who had been passed and had also received their decoders, were amazed to see religious programs being fleshed out with gambling shows and soccer in order to fill the schedules.

More than a year after cable began transmissions, operators are confident of meeting subscriber targets set before the launch date, and to have 1.5 million customers among the 44.5 million population by the beginning of 1997. The system was carefully delineated by Korean officials before the launch to ensure that network builders, franchise operators and program providers had to have separate ownership, and some of the country's largest corporations were barred from participating to make cable a more competitive business.

### KOREAN CATV SYSTEM


Authorizes licenses for PP's and SO's.
Approves PP's primary field of programming interest.
Appoints members of KCCC.
Authorizes and renews commercial channels for satellite broadcast
Ministry of Information
Reccommendations for PP's and SO's license approval.
Evaluates program contents for censorship.
Approves application for importing foreign program.
Korea Cable Communication Commission (KCCC)
Authorizes licenses for network operators.
Ministry of Communication
Program Providers 27 Channels
System Operators (53 regions)
Network Operators (6 nationwide)
Subscribers

Source: the network, The Ogilvy Company

Foreigners are permitted to own a small stake in any cable operator, and the quota for non-Korean programming that can be carried is carefully worked out according to the genre. These percentages are expected to change in the next few years as the government permits liberalisation of the media in line with Korean membership of world trading bodies. At the same time, consolidation of the operators in the more than 100 operating areas will push officials into allowing the creation of MSOs, according to observers.

Satellite television attracts half a million viewers who are either looking for overseas programming like Japan's NHK or Hong Kong's Star TV or who live in mountainous areas where reception of broadcast signals are poor and where cable is yet to penetrate. The launch of two national satellites will act as a platform for a total of 12 new television channels that will be introduced in stages. The criteria for selection have not been fully revealed, but it is expected that those currently running broadcasting operations, newspapers and the chaebols will be allowed to bid, although the broadcasters are likely to be favoured.

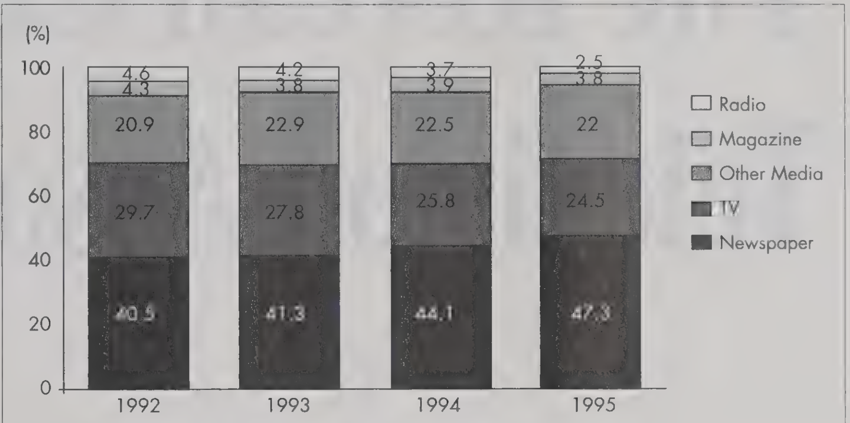
Broadcast television remains a favoured medium for viewers and advertisers, with three national commercial channels, two government ones and a public channel. Seoul has had its own urban channel since 1991, and the Armed Forces Korean Network carries a channel in Korean and another in English for US servicemen stationed there.

The Korean newspaper industry is strong, partly as a result of the over-regulation of television until the advent of cable and satellite. There are nine nationally-circulated titles dominated by an inner core of four, and nearly 60 local dailies, as well as another 30 specialist newspapers for business, sports and even three foreign-language newspapers. An example of the corporate ethos that pervades much of Korean society is the fact that advertising rates are practically identical on the main four titles, ensuring it is a seller's market. Conversely the magazine publishing sector is nothing like the strong newspaper industry because of high cover prices and the high ratio of advertising to editorial which can produce issues several hundred pages thick.

The 1986 Asian Games and the 1988 Olympics held in the Korean capital Seoul gave a huge boost to outdoor advertising with the result the industry is now worth a figure approaching $300 million a year through taxi signage, billboards, sports arenas and in subways. Radio is the poor relation of Korean media, taking a minority of the advertising pie. Even this percentage has fallen by two-thirds since 1980 as content restrictions were progressively relaxed on television and cinema advertising.

The movie industry is displaying the same trends now being played out over much of Asia. Attendances for foreign productions, mainly from the US, have been dominating those for Korean-made films. The government instituted screen quotas that obliged cinema exhibitors to screen Korean products, although they will typically fulfil this by running the domestic film in non-peak times like school holidays. In the peak season less than a third of box-office takings go on Korean films.

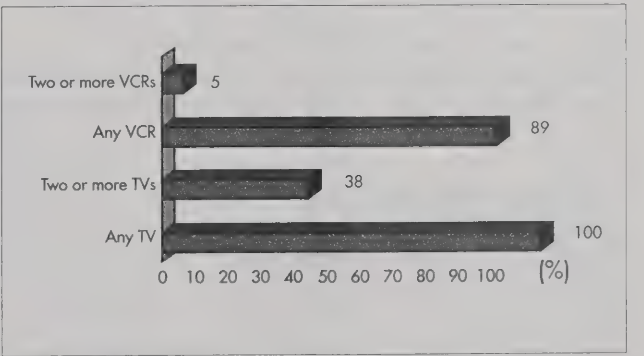
**Advertising Expenditure (by medium)**



Other Media: Outdoor, SP. Production, etc.
Source: KADD

Korea is deregulating into an attractive market because of the appetite for alternative entertainment, and the strength of the economy. Uncertainty over the direction its increasingly unstable neighbour North Korea will take will continue to cause tension in the south, but unless there is a catastrophic deterioration in the geopolitical situation Korea's media industry will continue to expand and offer many opportunities.

**Ownership of TV & VCR KOREA**



Source: MSK Media Services Korea (November 1995)

KCTA
Korean Cable Television Association

# The Korean Cable Television Association

On March 1, 1995, South Korea's multichannel cable TV era dawned with 50 cable system operators and 20 program providers broadcasting to over 180,000 subscribers across the Republic.

This simultaneous nationwide start was made possible by the government's supervision and involvement in the undertaking. The result was a carefully planned and executed introduction which brought top public corporations with advanced telecommunications networks (satellite and fiber optic) together with content providers and broadcasters. Another major development is that now, cable TV is accelerating the expansion of fiber optic networks. In addition to offering even greater television viewing choices, these networks will also soon become the conduit for each household's connection into tomorrow's digital information superhighway.

South Korea's cable industry is divided into three distinct business sectors: program providers (PP's), system operators (SO's) and network operators (NO's). Corporate involvement is limited to a single business by law. PP's produce programming related to a specific field (news, sports, entertainment, etc.) for broadcast on an assigned channel. SO's are the equivalent of cable companies and transmit the programming to subscribers. NO's provide the program distribution networks (PP's to SO's and SO's to subscribers). As of mid-1995, SO's for 54 of the 116 franchises had been awarded and the selection of the remaining 62 is expected in 1996 and 1997.

The Korean Cable Television Association (KCTA) is an incorporated entity whose growing 82 company membership represents all three sectors of the industry. Established to provide a self-governing body for the industry, the KCTA is now playing an active role in the growth of the domestic cable industry.

**Kyung - Mok Cho**
President & CEO
Korea Cable Television Association

서울특별시 종로구 평동 219번지
평동박영빌딩 404
TEL:7327-114(代) FAX:732-6289

케이블 뉴스
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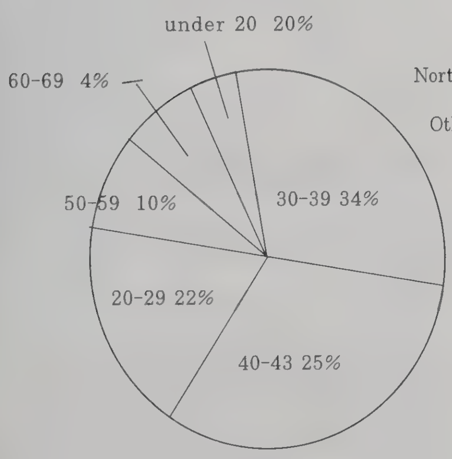
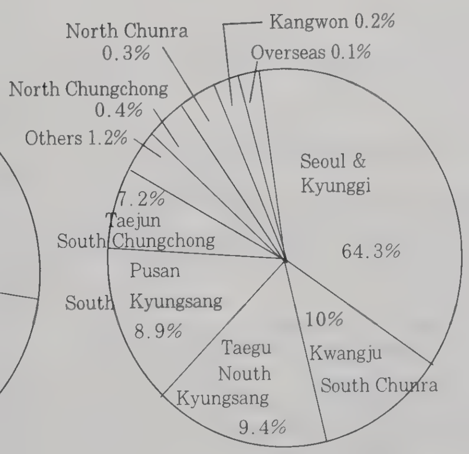
3) quality of paper : 180 Art for cover, 120 Art for color pages and 100 Art for body pages
4) color offset printing
5)number of issuance : 50,000 copies
6) date of issuance : every 10th of the month
7)price : 6,000 won per copy(US$ 7.60)
8) yearly subscription fee : 60,000 won(US$ 76.00)

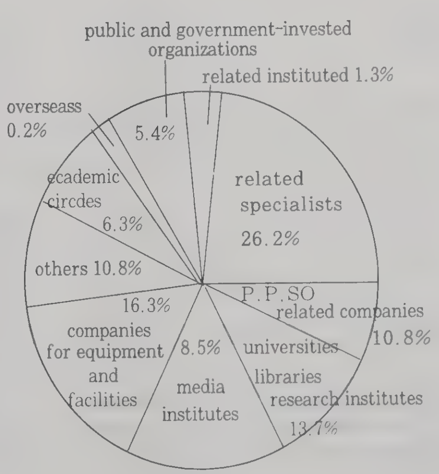
## 2. Readership by age, region and job



by age (%)



by region (%)



by job (%)

## ASSOCIATIONS

### Electronics Industries Association
1205 Electronics Building
648 Yoksamdong, Kangnam-ku, Seoul, Korea
***Tel:*** 82 2 555 6187
***Fax:*** 82 2 555 6195
**Contact:**
Mr. Park Su Bok, External Relations

### KBC
Korean Broadcasting Committee
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Taepyongro 1 Ka, 25 Chung-ku, Seoul, Korea
***Tel:*** 82 2 735 2640
***Fax:*** 82 2 736 6363
**Contact:**
Mr. Jang Ryal Kim, Director, Corporate Planning

### KOBACO
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16-18 Floors, Korea Press Centre, 25, 1 Ka
Taepyongro, Chung-ku, Seoul, Korea
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***Fax:*** 82 2 731 7119
**Contact:**
Mr. Nak Sung Song, President

### Korea Advertising Group Association
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80 Choksondong, Chong-ku, Seoul, Korea
***Tel:*** 82 2 733 1201
***Fax:*** 82 2 738 7824
**Contact:**
Mr. Eung Dok Chun, President

### Korea Broadcasting Association
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25 Taepyongro 1 Ka, Chung-ku, Seoul, Korea
***Tel:*** 82 2 735 7177
***Fax:*** 82 2 737 9878
**Contact:**
Mr. Du Pyo Hong, International Relations

### Korea Broadcasting Institute
700 Seocho-Dong, Seoul, Korea
***Tel:*** 82 2 522 0471
***Fax:*** 82 2 521 6688
**Contact:**
Mr. Hyok Gee Yoon, International Relations

### Korean Cable Television Association
KPC Building 7/F, 122-1 Chucksun-Dong
Chongno- Ku, Seoul 110-052, Korea
***Tel:*** 82 2 735 6511
***Fax:*** 82 2 735 6514
**Contact:**
Mr. Kim, President
Mr. Kwan Hee Park, Director

## BROADCASTERS

### Educational Broadcasting System
92-6 Woomyondong
Seochugu, Seoul 137-791, Korea
***Tel:*** 82 2 521 7785
***Fax:*** 82 2 521 3431

### Korean Broadcasting System (KBS)
No.18, Yoido-dong, Youngdeungpo-gu
Seoul Korea
***Tel:*** 82 2 786 1000
***Fax:*** 82 2 786 9444
**Contact:**
Mr. JHong Tu P'yo
**Year Established:** 1927

### Munhwa Broadcasting Corporation
MBC Yoido-dong, Youngdungpo-gu
Seoul 150-728, Korea
***Tel:*** 82 2 789 3171
***Fax:*** 82 2 782 3094
**Contact:**
Mr. Sung Koo-Kwang
**Year Established:** 1969

### Seoul Broadcasting System
10-2 Yoido-dong, Youngdungpo-gu
Seoul 150-010, Korea
***Tel:*** 82 2 369 1038
***Fax:*** 82 2 785 6171
**Contact:**
Mr. Hyuck-Ki Yoon
**Year Established:** 1991

## PROGRAM SUPPLIERS/ DISTRIBUTORS

### A & C Kolon
Anwon Building 14 15 Yoido Dong
Youngdungpo Gu Seoul, Korea
***Tel:*** 82 2 3660 3700
***Fax:*** 82 2 3660 3790
**Contact:**
Mr. Song Mun-Su, President

### Buddhist Television Network
418 Map dong, Mapo Gu, Seoul, Korea
***Tel:*** 82 2 327 0330
***Fax:*** 82 2 703 0999
**Contact:**
Mr. Lee Tae Haeng, President

### Catch One
Okto Bldg., 5 6 Yangjae Dong, Seocho Gu
Seoul, Korea
***Tel:*** 82 2 526 9231
***Fax:*** 82 2 526 9215
**Contact:**
Mr. Ch'oe Hong Song, Director

### Century Television Network Inc.
Jamsa Bldg, 17 9 Yoido Dong
Youngdungpo Gu, Seoul 150 010, Korea
***Tel:*** 82 2 780 8200
**Contact:**
Mr. Chiho Kim, President
Ms. Suzanne Lee, Programming Director
Mr. Young Min Lee
**Number of Subs:** 800,000
**Monthly Charge:** USD$18
**Year Established:** 1995

### Daekyo Broadcasting
446 3, Bangbae Dong, Seocho Gu,
Seoul, Korea
***Tel:*** 82 2 520 9043
***Fax:*** 82 2 586 0017
**Contact:**
Mr. Kang Yong Jung
**Monthly Charge:** USD $20
**Year Established:** 1993

### Daewoo Cinema Network
526, 5 Ka Namdaemoon Ro, Jung Gu
Seoul, Korea
***Tel:*** 82 2 772 5641
***Fax:*** 82 2 772 5570
**Contact:**
Mr. Chong Chu Ho, President

### Dasom Cable TV Network
337 8 Sokyo dong, Mapo gu, Seoul , Korea
***Tel:*** 82 2 320 8000
***Fax:*** 82 2 325 9327
**Contact:**
Mr. Jong Ho Cha, President

### Dongah Television
New Seoul Building, 15 23 Yoido Dong
Youngdungpo Gu, Seoul, Korea
***Tel:*** 82 2 3722 0500
***Fax:*** 82 2 780 3722
**Contact:**
Mr. Yu Song Hwa, President

### Doosan Super Network
Shinwa Building, 14 33 Yoido Dong
Youngdungpo Gu, Seoul, Korea
***Tel:*** 82 2 783 0023
***Fax:*** 82 2 782 2300
**Contact:**
Mr. Tae Myung Kwong, President

### First Broadcasting System
CBS Building 10/F 917 1 Mok Dong,
Yangchun Gu, Seoul , Korea
***Tel:*** 82 2 652 4500
***Fax:*** 82 654 7817
**Contact:**
Mr. Lee Tok Han, President

### G TV
22, 1 Ka Jeong Dong, Chung Gu, Seoul, Korea
***Tel:*** 82 2 724 4411
***Fax:*** 82 2 730 2130
**Contact:**
Mr. kal Ch'on Mun, President

### Home Shopping Television
16 49, 3 Ka Hankangro, Yongsan Gu,
Seoul, Korea
***Tel:*** 82 2 705 0114
***Fax:*** 82 2 705 1990
**Contact:**
Mr. Kyong Hong Park, President

### Hyundai Broadcasting System
2724 Bangbae Dong, Seocho Gu, Seoul, Korea
***Tel:*** 82 2 347 9000
***Fax:*** 82 2 521 3095
**Contact:**

Mr. Soo Sam Chae, President

**K TV**
702 21 Yuksam Dong, Kangnam Gu,
Seoul, Korea
***Tel:*** 82 2 561 6342
***Fax:*** 82 2 563 4390
**Contact:**
Mr. Soon Gil Kim, President

**Korea Baduk Television**
CBS 6/F 917 1 Mok Dong,
Yangchun Gu, Seoul, Korea
***Tel:*** 82 2 650 0400
***Fax:*** 82 2 643 6034
**Contact:**
Mr. Hyun Jeong Kim, President

**Korea Home Shopping Inc**
CBS Building 917 1 Mok Dong, Yangcheon
Gu, Seoul, Korea
***Tel:*** 82 2 650 0123
***Fax:*** 82 2 650 0030
**Contact:**
Mr. Park Kyong Hong, President

**Korea Music Television**
58 3 Nonhyon Dong, Kangnam Gu,
Seoul, Korea
***Tel:*** 82 2 344 2121
***Fax:*** 82 2 551 8701
**Contact:**
Mr. Sung Kon Kim, President

**Korean Christian TV System**
809 56 Daechi Dong, Kangnam Gu
Seoul Korea
***Tel:*** 82 2 508 4242
***Fax:*** 82 2 508 4249
**Contact:**
Mr. Lee Pil Yong, President

**Korea Sports Network**
88 2, Bangyi Dong, Songpa Gu, Seoul, Korea
***Tel:*** 82 2 240 5653
***Fax:*** 82 2 240 5676
**Contact:**
Mr. Kwon Yong Chung, President

**Maeil Business TV News**
51, 1 Ka Pil Dong, Jung Gu, Seoul, Korea
***Tel:*** 82 2 262 5114
***Fax:*** 82 2 262 5390
**Contact:**
Mr. Chang T'ae Wan, President

**Music Network**
97 1 Chongdam Dong, Kangnam Gu
Seoul, Korea
***Tel:*** 82 2 3440 4400
***Fax:*** 82 2 3440 4488
**Contact:**
Mr. Son Il Chung, President

**My TV**
660 6 Dungchon Dong, Kangseo Gu
Seoul, Korea
***Tel:*** 82 2 3662 6123
***Fax:*** 82 2 3662 6124
**Contact:**
Mr. Sun Sik Min, President

**Pyonghwa Broadcasting Corp.**
2 3, 1ga, Cho dong
Chung gu Seoul 100 031 Korea
***Tel:*** 82 2 270 2114
***Fax:*** 82 2 270 2610
**Contact:**
Mr. Park Shin On, PBC TV

**Q Channel**
12/F, Daechi Bldg, 889 11 Daechi Dong,
Kangnam ku, Seoul 135 284 Korea
***Tel:*** 82 2 3458 1627
***Fax:*** 82 2 3458 1608
**Contact:**
Mr. Si Yang Ryu
Mr. Young Chean Kim
**Number of Subs:** 750,000
**Year Established:** 1973

**Tooniverse**
90 Yangjae Dong, Seocho Gu, Seoul, Korea
***Tel:*** 82 2 577 2960
***Fax:*** 82 2 571 4605
**Contact:**
Mr. Joung Kil Park, President

**Transport Travel TV Network**
189 Kwun Dong, Kuro Ku, Seoul Korea
***Tel:*** 82 2 610 0372
***Fax:*** 82 2 614 0953
**Contact:**
Mr. Paul Yoon, Programming Manager
Mr. Chang Kee Chyung, Executive Director
Mr. Bong Kyoon Cho, Chief of TTN
**Number of Subs:** 500,000
**Year Established:** 1994

**Yonhap Television News (YTN)**
85 1, Soosong Dong, Chongro Gun
Seoul 110 140 Korea
***Tel:*** 82 2 398 8000
***Fax:*** 82 2 395 8199
**Contact:**
Mr. So Whan Hyon, President C.E.O.
Mr. Young Il Kim, Executive Director
Mr. Dae Sup Lee, Managing Director
**Year Established:** 1993

## NETWORK OPERATORS

**Korea Electric Power Co**
167 Samsung Dong, Kangnam Gu, Seoul, Korea
***Tel:*** 82 2 550 3114
***Fax:*** 82 2 550 5189
**Contact:**
Mr. Jong Hoon Lee, President

**Korea Telecom**
21, 1 Ka, Chungmuro, Jung Gu, Seoul, Korea
***Tel:*** 82 2 318 6321
***Fax:*** 82 2 318 6306
**Contact:**
Mr. Joon Lee, President

## SYSTEM OPERATORS

**Bukbu Cable System**
Daejin Building., 90 1558 Hawolgok 1 Dong
Sungbuk Gu, Seoul, Korea
***Tel:*** 82 2 942 4531
***Fax:*** 82 2 942 0003
**Contact:**
Mr. Young Soo Choe, President

**Bumjin Cable Network Co. Ltd.**
842 8 Bumchun Dong Pusanjin Gu
Pusan, Korea
***Tel:*** 82 51 640 8585
***Fax:*** 82 51 644 2250
**Contact:**
Mr. Young Sun Hwang, President

**Busan Cable TV System**
117 8, Ochun 1 Dong, Dongrae Gu
Pusan, Korea
***Tel:*** 82 51 555 0300
***Fax:*** 82 51 555 6998
**Contact:**
Mr. Young Sun Hwang, President

**Central Vision**
112 44, Sokong Dong Jung Gu, Seoul, Korea
***Tel:*** 82 2 753 6781
***Fax:*** 82 2 756 6709
**Contact:**
Mr. Young Sun Kim, President

**Changwon Cable TV**
101 1 Sinwol Dong, Changwon City
Kyungnam, Korea
***Tel:*** 82 551 67 6900
***Fax:*** 82 551 67 6906
**Contact:**
Mr. Hee Yoon Yoon, President

**Cheju Cable TV**
304 22, Yun Dong, Cheju City, Cheju, Korea
***Tel:*** 82 64 41 7777
***Fax:*** 82 64 48 0125
**Contact:**
Mr. Oh Kil Ung, President

**Chonan Integrated Cable TV Broadcasting**
2 108, Moonwha Dong, Chonan City
Chungnam, Korea
***Tel:*** 82 417 551 9991
***Fax:*** 82 417 551 9995
**Contact:**
Mr. Song Ki Yong, President

**Chongju Cable TV Network Inc**
5/F Sokwan Bldg., Unchon Dong
Hung Dok Gu, Korea
***Tel:*** 82 431 271 3000
***Fax:*** 82 431 271 3010
**Contact:**
Mr. Sung Kyu Park, President

**Choongdong Cable TV Co. Ltd**
60 1, Songlim Dong, Dong Gu, Inchon, Korea
***Tel:*** 82 32 761 8888

***Fax:*** 82 31 761 8800
**Contact:**
Mr. Soon Hyun Jung, President

**Chunju Cable TV Network**
768 10, Kumam Dong, Dukjin Gu
Chunju City, Chunbuk, Korea
***Tel:*** 82 652 71 5115
***Fax:*** 82 652 75 5881
**Contact:**
Mr. Yong Kyun Kim, President

**Dongbu Cablevision System Co. Ltd.**
118 119 Sangbong Dong, Jungrang Gu
Seoul, Korea
***Tel:*** 82 2 433 0011
***Fax:*** 82 2 433 2123
**Contact:**
Mr. Oh Yong Kwon, President

**Dongdaemoon Broadcasting Co.**
Sewoo Bldg. 465 8 Jangan 3 Dong
Dongdaemoon Gu, Seoul, Korea
***Tel:*** 82 2 215 0114
***Fax:*** 82 2 243 0059
**Contact:**
Mr. Mu Jung Kim, President

**Dongku Cable TV Network Inc**
392 4, Bulro Dong, Dong Gu, Taegu, Korea
***Tel:*** 82 53 985 7777
***Fax:*** 82 53 985 1108
**Contact:**
Mr. chong Yun Pae, President

**Dongjak Cable TV Station Inc.**
Daejong Bldg., 358 3 Shindaebang 2 Dong,
Dongjak Gu, Seoul, Korea
***Tel:*** 82 2 824 8844
***Fax:*** 82 2 825 4500
**Contact:**
Mr. Mi Jung Park, President

**Dongnam Cable Vision**
9/F Telekon Bldg., 73-11 Daeyon Don
Namgu, Pusan, Korea
***Tel:*** 82 51 620 5050
***Fax:*** 82 51 623 7800
**Contact:**
Mr. Chul Jin Chong, President

**Dong Seoul Cable TV**
276 9, 2 Ka Sungsu Dong, Sungdong Gu
Seoul, Korea
***Tel:*** 82 2 498 6000
***Fax:*** 82 2 497 9819
**Contact:**
Mr. Jong Tae Lee, President

**Eunpyung Cable TV Network**
Bulkwang Telephone Office 2/F Daejo Dong,
Eunpyung Gu, Seoul, Korea
***Tel:*** 82 2 352 9900
***Fax:*** 82 2 385 5705
**Contact:**
Mr. Ha Ryong Jung, President

**Future's Cable TV Inc**
463 57 Bun Dong Dobong Gu, Seoul, Korea
***Tel:*** 82 2 999 8855
***Fax:*** 82 2 999 8856
**Contact:**
Mr. Jae Yun Won, President

**Green Cable Television Station**
68 4, Gam Sam Dong, Dal Seo Kun
Taegu 704 150 Korea
***Tel:*** 82 53 551 2000
***Fax:*** 82 53 551 2100
**Contact:**
Mr. Sang Kyu Seo
**Number of Subs:** 15,000
**Monthly Charge:** US $21.25
**Premium Channels:** Yes
**Year Established:** 1994

**Haeundae Cable TV Broadcasting**
548 Woo 1 Dong Haewoondae Gu, Pusan, Korea
***Tel:*** 82 51 746 8801
***Fax:*** 82 51 746 8804
**Contact:**
Mr. Jin Hee Kim, President

**Hanbat Cable TV Corporation**
220 2, Jungchon Dong, Jung Gu, Taejon, Korea
***Tel:*** 82 42 222 8350
***Fax:*** 82 42 222 8349
**Contact:**
Mr. Sang Keun Lee, President

**Hangkang Cable TV**
441 10, 4 Ka, Youngdungpo Dong
Youngdungpo Gu, Seoul, Korea
***Tel:*** 82 2 678 4051
***Fax:*** 82 2 678 4055
**Contact:**
Mr. Young Sun Hwang, President

**Joongbusan Cable TV So**
3/F Hansong Bldg., Pusan, Korea
***Tel:*** 82 51 412 0666
***Fax:*** 82 51 412 0669
**Contact:**
Mr. Ui Yun Hong, President

**Kangdong Cable TV Company**
338 23, Chunho 2 Dong, Kangdong Gu
Seoul, Korea
***Tel:*** 82 2 474 715
***Fax:*** 82 2 474 9834
**Contact:**
Mr. Sung Ha Hwang, President

**Kangnam Cable Systen Inc**
Ryukyung Building., 239 1, Nonhyun Dong
Kangnam Gu, Seoul, Korea
***Tel:*** 82 2 518 3000
***Fax:*** 82 2 512 4208
**Contact:**
Mr. Sang Ho Han, President

**Kangseo Cable TV**
Songwon Bldg., 652 12 Deungchon Dong
Kangseo Gu, Seoul, Korea
***Tel:*** 82 3 663 3663
***Fax:*** 82 2 690 1873
**Contact:**
Mr. Young Soo Kim, President

**Kangwon Cable TV**
701, Hupyong 3 Dong Chunchon City
Kangwondo, Korea
***Tel:*** 82 361 242 2131
***Fax:*** 82 361 242 2139
**Contact:**
Mr. Chung Yong Kim, President

**Keumjeong Cable TV System**
84-18 Kuso Dong, Kumjong Gu, Pusan, Korea
***Tel:*** 82 51 515 6140
***Fax:*** 82 51 515 6174
**Contact:**
Mr. Lee Wan Hui, President

**Korea Telecom Cable Network**
918 1 Mok, 1 Dong Yangchun Gu, Seoul, Korea
***Tel:*** 82 2 653 0183
***Fax:*** 82 2 653 0208
**Contact:**
Mr. Rak Sung Kim, President

**Kukinchon Cable TV Co., Ltd**
416 6, Jakjun Dong, Buk Gu, Inchon, Korea
***Tel:*** 82 32 551 9300
***Fax:*** 82 32 551 5566
**Contact:**
Mr. Byung Ho Ho, President

**Kumho Cable TV**
229 1, Daehyun 1 Dong, Buk Gu, Taegu, Korea
***Tel:*** 82 53 953 4000
***Fax:*** 82 53 953 2790
**Contact:**
Mr. Jae In Lee, President

**Kuro Cable System**
219 6 Garibong Dong, Kuro Gu, Seoul, Korea
***Tel:*** 82 2 830 8300
***Fax:*** 82 2 830 8600
**Contact:**
Mr. Ki Byong Park, President

**Kwanak Cable TV Broadcasting Station**
861 6, Bongchon 10 Dong Kwanak Gu
Seoul, Korea
***Tel:*** 82 2 876 0844
***Fax:*** 82 2 889 1900
**Contact:**
Mr. Tae Hyuk Kwon, President

**Kwangju Cable TV**
134 1, Numoon Dong Buk Gu, Kwangju, Korea
***Tel:*** 82 62 512 4433
***Fax:*** 82 62 521 8231
**Contact:**
Mr. Ch'oe Yong Nun, President

**Kwangju Cable TV Network**
900-3 Wolsan Dong, Seo Gu, Kwangju, Korea
***Tel:*** 82 62 370 5700
***Fax:*** 82 62 361 3565
**Contact:**
Mr. T'ae Uk Kim, President

**Mapo Cable TV Center**
433 2, Daeheung Dong Mapo Gu, Seoul, Korea
***Tel:*** 82 2 717 1125
***Fax:*** 82 2 717 1135

**Contact:**
Mr. Lee Pom Kyong, President

**Nakdong Cable TV Center**
152 2 Gamjun Dong, Buk Gu, Pusan, Korea
***Tel:*** 82 51 326 9112
***Fax:*** 82 51 326 9117
**Contact:**
Mr. Pong Do Paek, President

**Nam Boo Cable Network**
788 6 Bun ji Dae Myoung 1 Dong
Nam Kun Dae Ku 705 031, Korea
***Tel:*** 82 2 203 7167
***Fax:*** 82 53 651 5664
**Contact:**
Mr. Tae Hong Min
Mr. Moon Soo Cho
Mr. In Yong An
Mr. Hee Soon Yoon
Mr. Jong Hoon Kwon
**Number of Subs:** 35,000
**Monthly Charge:** US$5
**Year Established:** 1985

**Namdong Cable TV Co. Ltd.**
282 1, Gansuck 1 Dong, Namdong Gu
Inchon, Korea
***Tel:*** 82 32 422 4757
***Fax:*** 82 32 422 4759
**Contact:**
Mr. Sung Pil Hong, President

**North Pusan Cable Network**
282 5, Mandok Dong
Buk Ku, Pusan 616 112 Korea
***Tel:*** 82 51 332 6933
***Fax:*** 82 51 335 3706
**Contact:**
Mr. Seongseob Park
**Number of Subs:** 50,000
**Monthly Charge:** 3,000 Won
**Year Established:** 1976

**Nowon Cable TV Network**
714 Snaggye 2 Dong, Nowon Gu, Seoul, Korea
***Tel:*** 82 2 934 3366
***Fax:*** 82 2 934 3326
**Contact:**
Mr. So Young Choi, President

**Pohang Network Cable TV**
458-3 Changsang Dong, Pohang City
Kyungbuk, Korea
***Tel:*** 82 562 251 3326
***Fax:*** 82 562 49 3323
**Contact:**
Mr. Kyu Man Kim, President

**Seo Cho Cable TV Network**
1462 7 Seocho Dong, Seocho Gu, Seoul, Korea
***Tel:*** 82 2 525 5000
***Fax:*** 82 2 525 1031
**Contact:**
Mr. Keun Suk Park, President

**Seo Seoul Cable TV Station**
Samchang Bldg. 63 1 Choongjungro 3 Ka
Seodaemoon Gu, Seoul, Korea
***Tel:*** 82 2 365 0101
***Fax:*** 82 2 365 0579
**Contact:**
Mr. Sang Gi Sim, President

**Seobusan Cable Network Co. Ltd.**
84 109 Shinpyung Dong Saha Gu, Pusan, Korea
***Tel:*** 82 51 293 0300
***Fax:*** 82 51 293 0674
**Contact:**
Mr. Chong Won Lee, President

**Seodaegu Cable TV System**
10655, Pyungri, 3 Dong, Seo Gu, Taegu, Korea
***Tel:*** 82 53 567 6000
***Fax:*** 82 53 567 8001
**Contact:**
Mr. Jung Soo Kim, President

**Seoinchon Cable System**
518 16, Soknam Dong, Seo Gu, Inchon, Korea
***Tel:*** 82 32 582 3211
***Fax:*** 82 32 582 3215
**Contact:**
Mr. Kyo Eun Lee, President

**Seonam Cable TV**
198 Sanjung Dong, Mokpo City
Chunnam, Korea
***Tel:*** 82 631 79 611
***Fax:*** 82 631 78 616
**Contact:**
Mr. Wan Kyo Oh, President

**Soosung Cable TV Inc**
569 Hwangkeum Dong, Soosung Gu
Taegu, Korea
***Tel:*** 82 53 768 8888
***Fax:*** 82 53 768 333
**Contact:**
Mr. Wan Sik Choi, President

**Suwon Broadcasting Network**
306 1 Younghwa Dong, Changan Gu
Suwon, Korea
***Tel:*** 82 331 257 4011
***Fax:*** 82 331 256 6767
**Contact:**
Mr. Kun Young Lee, President

**Taegu Cable TV Co. Ltd.**
1875 2, Daemyung, 2 Dong Nam Gu
Taegu, Korea
***Tel:*** 82 53 656 5555
***Fax:*** 82 53 628 9119
**Contact:**
Mr. Jong Gil Nam, President

**Taejon Cable TV Network**
24 9, Ryongjen Dong, Dong Gu, Taejon, Korea
***Tel:*** 82 42 673 3322
***Fax:*** 82 42 673 3321
**Contact:**
Mr. Bu Sung Cho, President

**Uri Cable Network System Inc**
Chunma Building., 20 9 Songpa Dong Songpa
Gu, Seoul, Korea
***Tel:*** 82 2 418 3000
***Fax:*** 82 2 418 3166
**Contact:**
Mr. Tae Moon Kim, President

**Yongsan Cable TV Inc**
Chu Bldg. 244 9, Huam Dong
Youngsan Gu, Seoul, Korea
***Tel:*** 82 2 31 2700
***Fax:*** 82 2 777 4055
**Contact:**
Mr. Sung Nam Pae, President

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**A Jin Techline Co. Ltd**
304 3, Jangan Dong, Dongdaemun Ku
Seoul Korea
***Tel:*** 82 2 242 0712
***Fax:*** 82 2 245 9888
**Contact:**
Mr. Myoung Sup Chung, President
Mr. Klaus Buchner, Executive Director
Mr. Song Hee Kang, Director
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1989

**Analog & Digital Engineering**
338-29 Hap Jung Dong, Mapo-ku, Seoul, Korea
***Tel:*** 82 2 338 6631
***Fax:*** 82 2 338 6632

**Bando Electronics Co. Ltd**
523 1, Mok 2 Dong, Yangchon Ku, Seoul Korea
***Tel:*** 82 2 653 4757
***Fax:*** 82 2 652 7134
**Contact:**
Mr. S.T. Yang, President

**Dae Ryung Mkt. Inc**
P.O.Box Guro 14, Seoul Korea
***Tel:*** 82 2 857 0001
***Fax:*** 82 2 864 2111
**Contact:**
Mr. Y.J. Kim, President
Mr. S.K. Lee, Project Manager, Planning
Mr. S.J. Cho, Assistant Manager

**Daedong Housing Co. Ltd**
576 5 Sinas dong, Kangnam ku
Jeonghwa Bldg, Seoul 135 120 Korea
***Tel:*** 82 2 516 6900
***Fax:*** 82 2 514 1280
**Contact:**
Mr. Sang Do Yoon, Manager

**Daesun Industrial Co., Ltd**
5F, Daeju Bldg, #132-19, Chungdam-dong,
Kangnam-gu, Seoul 135-100, Korea
***Tel:*** 82 2 3442 7000
***Fax:*** 82 2 512 4239
**Contact:**
Mr. Seong-Woong, Han,
**CATV**
**Year Established:** 1982

### Daewood Electronics Co. Ltd
316 3, Hyosung Dong, Buk Ku, Incheon, Korea
***Tel:*** 82 32 92 1531
***Fax:*** 82 32 523 8103
**Contact:**
Mr. Heung Keun Song, Senior Engineer, TV
Mr. Wan Soo Park, General Manager

### Dong Kwang Valiant Co. Ltd
45 4, Wonmi Dong, Chung Ku, Buchon City,
Kyungki do, Korea
***Tel:*** 82 32 678 1225
***Fax:*** 82 32 678 3627
**Contact:**
Mr. Yeul Ahn Chung, President

### Gana Corporation
320 Gong Dan, Dong Gumi
Kyung Sang Buk do 730 030, Korea
***Tel:*** 82 546 463 5307
***Fax:*** 82 546 461 8588
**Contact:**
Mr. Jang Bum Lee, President

### Gold Trading, Inc
Daseong Bldg, 4F, 65 1 Hangang Ro 1Ga,
Yongsan Ku, Seoul Korea
***Tel:*** 82 2 790 0500
***Fax:*** 82 2 790 8787
**Contact:**
Mr. Young Joon Seo

### Goldstar Cable Co. Ltd
Lucky Goldstar Twin Tower E.
6F, 20, Yoido Dong, Youngdungpo Gu
Seoul 150 605 Korea
***Tel:*** 82 2 787 2557
***Fax:*** 82 2 785 7673
**Contact:**
Mr. I.T. Lee, Manager, Information Systems

### Han Jin Merchant Marine Co. Ltd
89 18, Kwangan Dong, Nam Ku, Pusan, Korea
***Tel:*** 82 51 751 3101
***Fax:*** 82 51 751 3105
**Contact:**
Mr. Harry Joo, Manager / R & D Division

### Hankook Antenna Co. Ltd
#27 9, Dodang Dong, Wonmi Ku
Buchun City, Kyunggi Do, Korea
***Tel:*** 82 32 676 5511
***Fax:*** 82 32 676 6348
**Contact:**
Mr. Hyung Joon Kim, Director for Planning

### Hung Chang Products Co. Ltd
Hongje Bldg, 301 2
Hongje dong, Seodaemun ku, Seoul Korea
***Tel:*** 82 2 722 4783
***Fax:*** 82 2 722 5909
**Contact:**
Mr. J. Kwon, Advisor

### Hyundai Electonics Ind Co Ltd.
9/F Hyundai Jeonja Bldg.
Jeokseon-Dong, Chongro-ku, Seoul, Korea
***Tel:*** 82 2 733 5555
***Fax:*** 82 2 733 2145

### Korea Communications Eng. Co. Ltd
#16 60, 3GA, Hankang Ro
Yongsan ku, Seoul, Korea
***Tel:*** 82 2 702 1535
***Fax:*** 82 2 702 7206
**Contact:**
Mr. Gyea Seong Lee, Director
Mr. Sang Yeol Kim, Section Chief

### Korea Electronics & Telecom Co. Ltd
Chang Won B/D, 2F 102 5
Sindang 6 Dong, Jung Ku, Seoul, Korea
***Tel:*** 82 2 234 8815
***Fax:*** 82 2 234 8427
**Contact:**
Mr. Ki Dae Moon, President
Mr. Sung Yeun Park
Mr. Sung Ho Yun

### LG Electronics Inc.
16 Woonyeon Dong, Seocho gu
Seoul 137 140 Korea
***Tel:*** 82 2 526 4623
***Fax:*** 82 2 571 1391
**Contact:**
Mr. Choon Lee, Principle Resarch Engineer

### Lockeed Martin Int'l Ltd
46th Floor, DLI 63 Building, #60 Yoido-Dong
Youngdeungpo-Ku, Seoul 150-763, Korea
***Tel:*** 82 2 783 2130
***Fax:*** 82 2 782 8995
**Contact:**
Mr. Yong-Ho Kim, V.P. Int'l

### Lymar Corporation
Daewon B/D Rm 201, 1558 8, Seocho dong,
Seocho ku, Seoul, 137 073 Korea
***Tel:*** 82 2 582 1919
***Fax:*** 82 2 522 0926
**Contact:**
Mr. Kyung Huh
Mr. Tae Sung Myoung

### Net Plus Corp.
3F, Woo Bong Bldg
369-26, Shindang-Dong, Jung-ku, Seoul Korea
***Tel:*** 82 2 237 7700
***Fax:*** 82 2 237 7705
**Contact:**
Mr. Gyeong Gu. Kang, Assistant Manager,
CATV Dept

### Now Precision Co. Ltd
345-50 Kasan-D Kumchen-G
Seoul 153 023 Korea
***Tel:*** 82 2 851 3795
***Fax:*** 82 2 864 5367
**Contact:**
Mr. M.S. Ho, Manager
**CATV, Telephony**
**Year Established:** 1979

### Pacekor Corporation
Room 223 Myunsan Bldg
646 Itaewon Dong, Yongsan ku, Seoul Korea
***Tel:*** 82 2 790 2907
***Fax:*** 82 2 793 8302
**Contact:**
Mr. M.W. Lee

### Sam Woo Electronics Co. Ltd
628 24 Deung Chon Dong
Kang Seo gu, Seoul, Korea
***Tel:*** 82 2 699 0037
***Fax:*** 82 2 698 1512
**Contact:**
Mr. Pil Soo Lee, Managing Director

### Samchang Electronics Inc
63-1, 3Ka, Choongjeong-Ro
Seodaemun-Ku, Seoul Korea
***Tel:*** 82 2 392 6611
***Fax:*** 82 2 392 6615
**Contact:**
Mr. You Seung Lee, R & D

### Samsling Corporation
PO Box 1144, Samsung Mam Bldg.250, 2-Ka,
Taepyung-Ro, Chung-Ku, Seoul Korea
***Tel:*** 82 2 751 3647
***Fax:*** 82 2 751 3384
**Contact:**
Mr. Brendon Woo, Manager
Mr. Jang Young Kim, G.M.
Mr. Chang Bok Lee, Dir.
**TVRO, CATV**
**Year Establsihed:** 1938

### Samsung Co. Ltd
C.P.O. Box 1144, Seoul Korea
***Tel:*** 82 2 751 2579
***Fax:*** 82 2 728 4392
**Contact:**
Mr. Byong-Ki Woo, Manager, Comm. Dept
Mr. Jong-Won Kim, Telecommunication Dept
Mr. Chi-Young Jung, Communications Dept

### Samsung Electro-Mechanics
#441-743, 314, Maetan-3dong, Kwonson-gu,
Suwon, Kyungki-do, Korea
***Tel:*** 82 331 210 6070
***Fax:*** 82 331 210 6565
**Contact:**
Mr. Wan Lee, General Manager, Sales Dept
Mr. Sang-Soon Lee, Director, System Division
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**Contact:**
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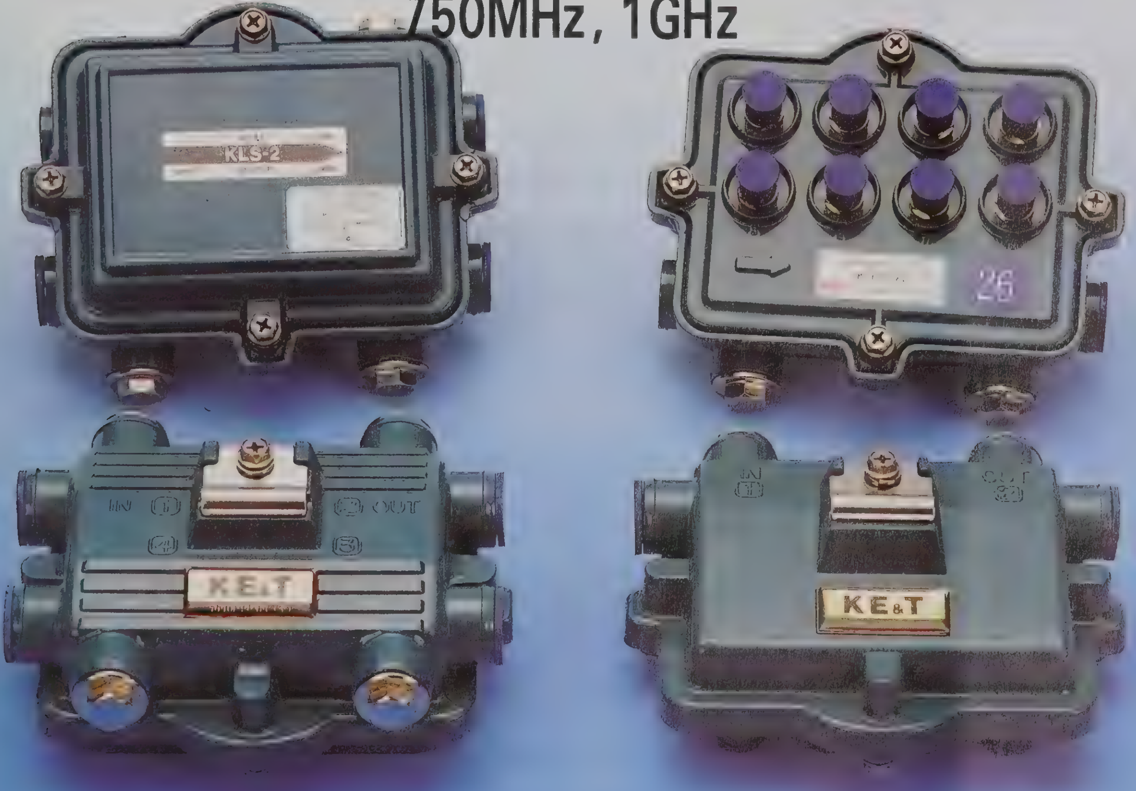

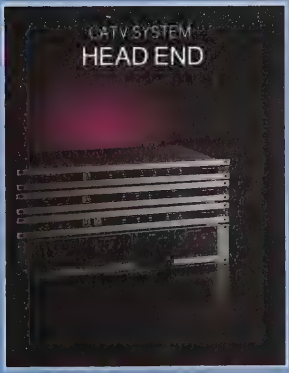

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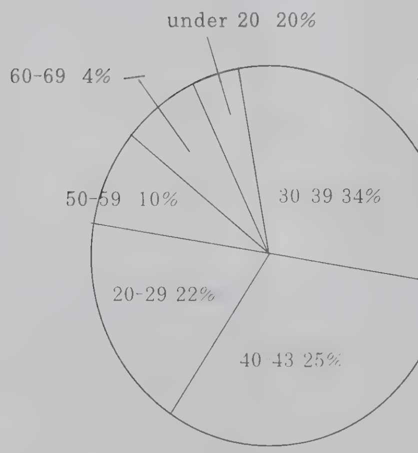

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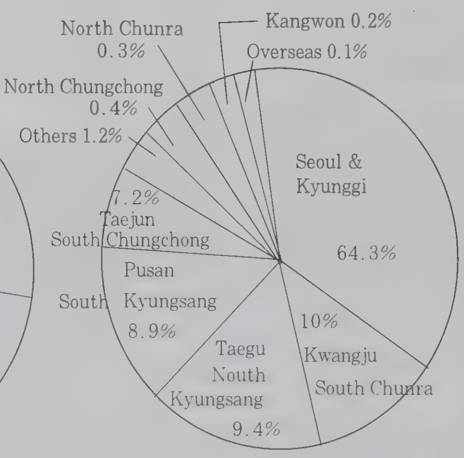

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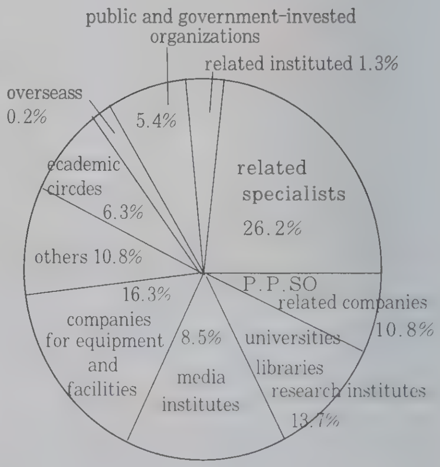

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Seoul 100-192 Korea
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***Fax:*** 82 2 752 9088
**Contact:**
Mr. Jang-Suk Park, Manager, Planning Dept
Mr. Yong-Woo Cho, Sec-Manager, Planning Dept

**Space Electronic**
#100-070 Lotte B/D 21/F, Sogong-dong 1
Beun Ji, Chung-gu Seoul, Korea
***Tel:*** 82 2 757 0837
***Fax:*** 82 2 756 7780
**Contact:**
Mr. Y.G. Lim, President

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#401, Tae-in Building 25-8
Shinkye-Dong, Yongsan-gu, Seoul Korea
***Tel:*** 82 2 706 3066
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***Fax:*** 82 2 634 5768
**Contact:**
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Mr. K.S. Seo
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**Taihan Electric Wire Co. Ltd**
Insong Building, 194 15
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**Contact:**
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**Taihan Electronic Wire Trading Co. Ltd**
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**Contact:**
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**Yung Tai Electronics Ind. Co. Ltd**
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**Year Established:** 1981

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With a population of less than 20 million Malaysia certainly is not the biggest media market in Asia. But with government working hand-in-hand with the private sector to develop the broadcasting industry, it may soon turn out to be one of the best-organised in the region.

An expanding terrestrial field, the start of the first pay service carried on a microwave delivery platform and the launch of a government-funded satellite that will soon beam programming into many of Malaysia's three million homes on dishes half the size of those commonly used in Asia. Underpinning this expansion is Malaysia's continuing economic growth.

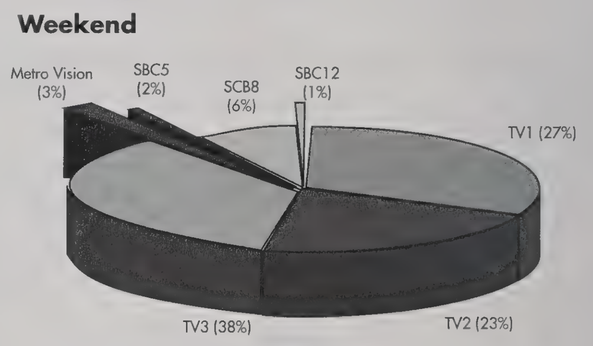
| COUNTRY | MALAYSIA |
|---|---|
| Official Name | Malaysia |
| Total Area (Sq, Km) | 329,750 |
| Population | 19,723,587 |
| Capital | Kuala Lumpur |
| Currency | Ringit (M$) |
| Exchange Rate 7/96 to USD$ | 2.4929 |
| Languages | Malay (Official), English, Chinese Dialects, Tamil, various tribal languages |
| Ethnic Divisions | 59% Malay and other indigenous tribes, 32% Chinese, 9% Indian |
| Religion | 38% Muslim, 17% Christian, 48% Confucianism, Buddhist, Tribal & other |
| TV Penetration | 92% |
| VCR Penetration | 47% |
| Per Capita Income USD$ (Est) | 2,800 |
| Cinema Attendance | 5% attend weekly |
| Video Viewing Habits | 31% watch weekly |
| Major TV Broadcasters | Radio Television Malaysia (RTM), Sistem Televisyen Malaysia Berhad (TV3) |

The basic Malaysian tv package consists of the two public broadcasters, Radio Television Malaysia's TV1 and TV2, and the privately-owned TV3 and MetroTV. In addition MegaVision began its four-channel MMDS service to residents of the Klang Valley around the capital Kuala Lumpur in October 1995, while the national satellite Measat, is expected to begin its 20-channel pay tv service using Ku-band transponders for DTH transmissions, and a fiber-coaxial system that can also be used for telecommunications.

At all levels television in Malaysia demonstrates the ruling National Front Party's desire to expand choice, but only using services it has deemed to be acceptable and that it feels will promote its vision of national growth as part of its "Vision 2000" program to make Malaysia technologically literate.

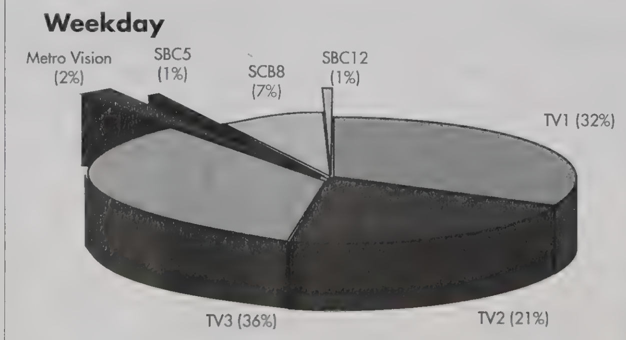
Mega TV is owned by the CableVision Services (CVS) consortium consisting of shareholders in Malaysia's first private broadcaster TV3, which is in turn owned by members of the National Front, the Ministry of Finance, the Ibex TV holding company, the French-based Eurocrest investment enterprise and the Sri Utara industrial concern. For 45 ringgit (M$45) or $18 a month, subscribers take Discovery, CNN International, ESPN, The Cartoon Channel, (but not TNT which in Asia is offered as a two-services, one channel package) and locally-produced entertainment programs.

**Channel Shares MALAYSIA** (PENINSULAR)



Source: the network, The Ogilvy Company

**Channel Shares MALAYSIA** (PENINSULAR)



Source: the network, The Ogilvy Company

Measat's lineup is still unclear, although it will feature programming in Bahasa Malaysia, Chinese dialects and English. US West has a 25 per cent stake in the project, and the rest is held by the privately-owned Binariang company fronted by tycoon Anand Krishnan. Measat executives outlined to one US-based programmer a lineup of three entertainment channels, a music channel, documentary channel, two news, an English movie service and two sports channels available for around $30 a month. The bulk of the pro-

## TELEVISION

| CNNI | ESPN | Discovery | Cartoon/Variety |
|---|---|---|---|
| **Coverage** | | | |
| Klang Valley* | Klang Valley* | Klang Valley* | Klang Valley* |
| **Transmission Hours/week** | | | |
| 168 | 168 | 168 | 126 |
| **Transmission Time** | | | |
| 24 hours | 24 hours | 24 hours | 0600-2400 |
| **Language of Programmes** | | | |
| English | English | English | Cartoons-English,<br>Variety-English,<br>Maly, Chinese,<br>Hindi, Japanese |

Source: the network, The Ogilvy Company

gramming will be bought in, and executives with Discovery, ESPN, STAR TV, HBO and Turner have held talks with Measat. Measat has also signed a memorandum of understanding with the Indian state broadcaster, Doordarshan to send spot beams into Indonesia, India and the Philippines, leading to speculation it will be a vehicle for co-productions with partners in these countries. The Malaysians are confident of producing their own programming, with the government ordering that 80 per cent of programs being locally-made by the year 2000, there is a question of how much this relatively small nation can develop on its own. The fact that within three years the government hopes to increase the number of broadcast channels from three to five, putting more pressure on local production houses.

There is currently a low-key power struggle between MegaVision and Measat about whether the former will carry the latter's programming . What is certain is the fact that Malaysians will not be allowed to access any other pay tv than that carried by officially-sanctioned operators. Satellite dishes are illegal other than for government offices and the palaces of sultans, although they are not uncommon in Sarawak state, far away from Kuala Lumpur.

Television takes around $268 million of the $655 million of the total ad spend which has itself quadrupled in the last decade. Newspapers are the largest generator of advertising revenue, with the medium maintaining a high readership despite the attractions of the electronic media. Magazine circulation suffers from the conservatism of the country's rulers and Islamic religious authorities in what is a predominantly Muslim nation, especially in some of the more outlying provinces. Newly-formed Kuala Lumpur-based men's magazines have managed to raise a high profile in a short space of time with what are considered in Malaysia as highly titillating contents.

Cinema grosses appear to be the largest casualty of the growth of television, video cassettes and laser discs. Home entertainment versions offer uncensored versions of films for Malaysians whose government banned the movie Schindler's List. This drop in movie audiences is expected to continue into 1996. Theatre owners have responded by introducing state of the art cineplexes to lure teenagers and young adults. Several 14-screen cineplexes are set to open in 1997. Cinema chains are banking on western and Hong Kong blockbusters having a theatre run first before they go out on video and laser disc.

### Video & Cinema MALAYSIA

| | Frequency | % |
|---|---|---|
| *Watch Video* | yesterday | 14 |
| | in past week | 31 |
| | in past month | 37 |
| *Visit Cinema* | in past week | 5 |
| | in past 2 weeks | 8 |
| | in past month | 12 |

Source: Nielsen SRG Media Index 1995

## GOVERNMENT

**Film Censorship Board**
Jalan Utara 46547 Petaling Jaya
Selangor Darul Ehsan, Malaysia
***Tel:*** 60 3 756 6111

## BROADCASTERS

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Ms. Miranda Gerald, C.E.O
Mr. Sharmini Nagulan, G.M.
Mr. Kar Khoon Khoo, Buying Manag.
**Year Established:** 1995

**Mega TV**
Cableview Services Sdn.Bhd.
Sri Pentas 3rd Floor South Wing,
3 Pesiasan Bandar Utama
Petaling Says 47800 Salanger, Malaysia
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Mr. Nohd Haaffar Mohd. Daud, G.M.
Mr. Rozhan Rusian, G.M.
Mr. Rdzuan Yahya, G.M.
**MMDS**
**Number of Subs:** 30,000
**Monthly Charge:** 45R
**Satellite & Transponders:**
Palapa C1, Apstar, Panamsat
**Year Established:** 1985

**Metrovision**
City Television, 33 Jalan Delima
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40000 Shah Alam, Kuala Lumpur, Malaysia
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Selangor Darul Ehsan, Malaysia
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**Double Vision SDN BHD**
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**UTV International (Malaysia) Sdn Bhd**
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***Fax:*** 60 3 253 0521

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***Tel:*** 60 3 230 5557
***Fax:*** 60 3 232 1919

## CABLE & SATELLITE OPERATORS

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No 12, Jalan Gelenggang, Bukit Damansara
50490 Kuala Lumpur, Malaysia
***Tel:*** 60 3 252 2000
***Fax:*** 60 3 253 4478
**Contact:**
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**National Panasonic (M) SDN BHD**
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Mr. Tony Choo, Broadcast & Multimedia Mgr
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1959

**RF Technology & Electronics**
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**TVRO, MATV, SMATV**
**Year Established:** 1986

**Sony (M) Sales & Services SDN BHD**
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Mr. Sharmini Nagulan, G.M.
Ms. Miranda Gerald, C.E.O.

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# NOTES

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Sandwiched in between the two eastern Malaysian states of Sarawak and Sabah, oil-rich Brunei has one of the highest per capita incomes in Asia. Radio Television Brunei (RTB) broadcasts 72 hours of programming a week on its one-channel service to the 300,000-strong population. RTB also relays a one-hour daily service on the Palapa B2P to expatriates in the satellite's footprint, along the same lines as Singapore International Television. Entertainment makes up nearly two-thirds of RTB's content. Watching Malaysian broadcast television is also popular and a number of private citizens have invested in satellite dishes to see Star TV and Indonesian national channels.

## BROADCASTERS

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# NOTES

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Indonesia represents one of the greatest potential markets for media expansion in Asia - although any assessment of its future are tempered by caution over some of the country's basic economic and social structures.

| **COUNTRY** | **INDONESIA** |
|---|---|
| Official Name | Republic of Indonesia |
| Total Area (Sq, Km) | 1,919,440 |
| Population | 203,583,886 |
| Capital | Jakarta |
| Currency | Indonesian Rupiah (Rp.) |
| Exchange Rate 7/96 to USD$ | 2339.05 |
| Languages | Bhasa Indonesian (Official), English, Dutch, Javanese & various local dialects |
| Ethnic Divisions | 45% Javanese, 14% Sudanese, 7.5% Nadyrese, 7.5% Costal Malay, 26% others |
| Religion | 87% Muslim, 6% Protestant, 2% Hindu, 1% Buddhist, 1% other |
| TV Penetration | 81% |
| VCR Penetration | 10% |
| Per Capita Income USD$ (Est) | 680 |
| Cinema Attendance | 5.3% attend 2.5 movies per month |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | RTCI, SCTV, TPI, ANTV, IVM |

The second-largest Asian nation and the biggest single Muslim population in the world are among the terms used to describe Indonesia. It is perhaps also the most disparate country on earth with its land-mass spread across 7,000 kilometres and more than 17,000 islands. Given the fact that its 200 million population includes scores of peoples of different ethnic and cultural origins, it makes it easier to see how difficult it is to assess Indonesia using the conventional assumptions normally applied to nations.

Indonesia has large reserves of oil natural gas, timber and rubber, and exports textiles and garments. Yet underlying these natural resources is a vast economic gulf between the highest and lowest income groups. Annual income averages US$767 but the upper quintile of the population earns 42 per cent of the total income. What would be called the middle class in other parts of the world forms little more than six per cent of the population.

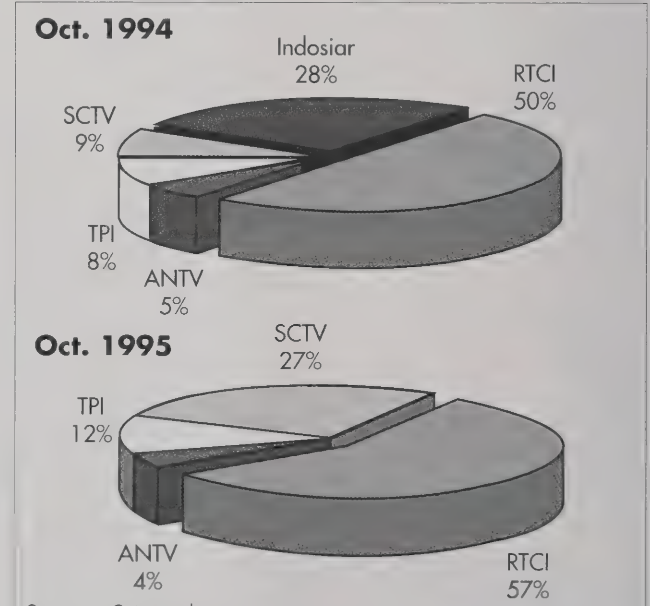
The difference between Indonesia's potential and the actual situation is well-illustrated by the state of the media industry. Out of 45 million homes, just 18 million have televisions and 4.5 million VCRs. In rural areas tv households number only a fifth of the total and most of these are black and white sets with the capacity to receive no more than a handful of channels, even though the country's average viewing hours is among the highest in Asia.

Indonesia is currently undergoing a period of reform of television regulations that has liberalised the medium. In the 1980s imports of foreign programs had a bar lifted from them and advertising was permitted. In 1990 private free-to-air broadcasting was allowed and three years later national licences were granted to regional broadcasters. Foreign investment was pegged at the relatively liberal limit of a 49 per cent holding in any publicly listed company including broadcasting.

Given the geography of Indonesia, it is of little surprise that there are hardly any cable television operations, other than two experimental projects. Lack of government support and the strength of satellite television are also factors mitigating against any future growth spurts in the medium. Yet Indonesia has more than one million satellite dishes, anchored by Indonesia's support of the Palapa series of satellites and the fact that satellites are the easiest way to disseminate signals nationally.

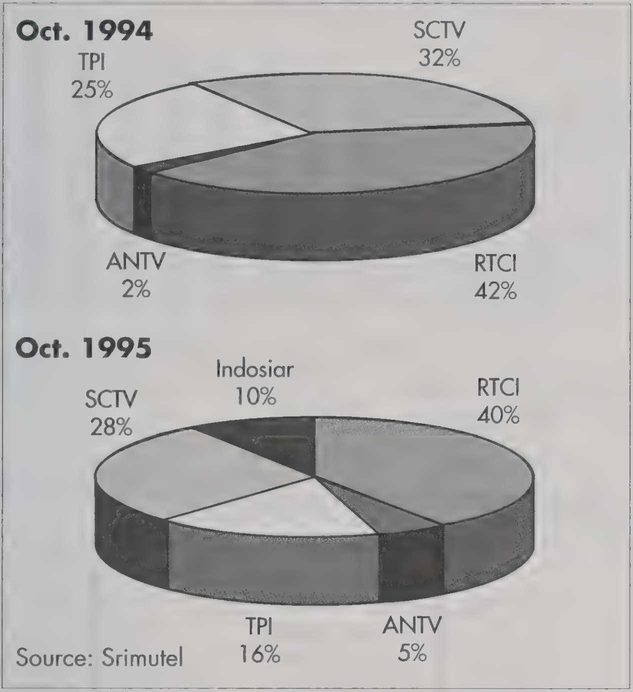
Two government-run broadcasters, TVR1 and TVR2 held a monopoly broadcasting from 1962 until 1989. Since then five privately-owned terrestrials have entered the market, each carried on UHF frequencies. Rajwali Citra Televisi Indonesia (RCTI) and Surya Citra Televisi (SCTV) operated as pay services until the June 1990 liberalisation of free-to-air television. Three more channels entered the market during the first half of the current decade. At least three of

**TV STATION SHARE**
**ADULTS 15+ PRIME TIME (18:30~21:00)**



Source: Srimutel

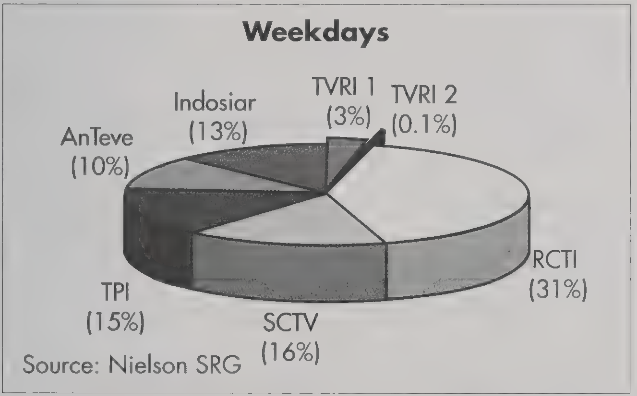
## TV STATION SHARE ADULTS 15+ FRINGE TIME (06:00~18:30 & 21:00~24:00)



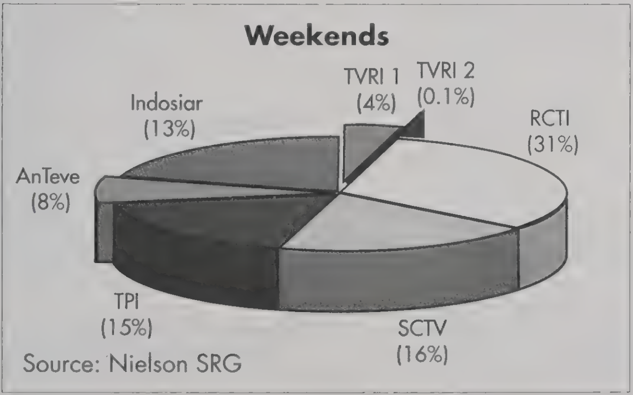
Source: Srimutel

## Channel Shares JAKARTA + 4 CITIES

**Jan-Feb 1996** All Week, All Time Audience= Individuals 5+



Source: Nielson SRG



Source: Nielson SRG

## Channel Shares: Jakarta + 4 cities Jan~Feb 96 All Week, All Time, Audience = Individuals 5+

| | % Share | |
|---|---|---|
| | Weekday | Weekend |
| TVRI 1 | 3.4 | 4.3 |
| TVRI 2 | 0.1 | 0.1 |
| RCTI | 41.8 | 31.1 |
| SCTV | 16.3 | 19.1 |
| TPI | 15.5 | 17.6 |
| AnTeve | 10.2 | 7.8 |
| Indosiar | 12.8 | 20.1 |
| Total | 100 | 100 |

SOURCE: Nielson SRG

the five new channels are owned in part by close relatives of the Indonesian President, Mr Suharto.

The lifting of the ban on television advertising has helped to make the Indonesian market the fastest-growing in the Asia-Pacific region, other than China. TV advertising accounted for nearly half of this sum in 1994; however an indication of Indonesia's immaturity as a market is the fact the total advertising pie was half that of Hong Kong's, which only has a population of six million.

Another indication of the progress that still must be made in Indonesia is the low standard of programming. When the terrestrial scene opened up program schedulers discovered there was little or no domestic software and the Indonesians were obliged to buy thousands of hours-worth of American and Hong Kong-produced programming.

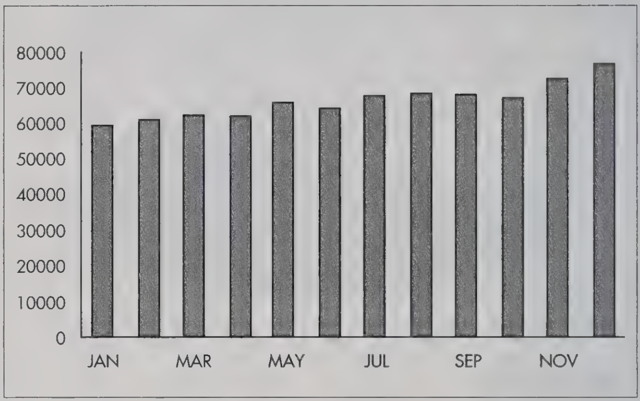
The experience of Indovision, a satellite pay service that started transmissions in 1994, made many believe the industry had little chance of success. High sign-on costs led to minimal take-up of what should have been an attractive basket of premium channels. Several senior executives left under something of a cloud as one of Indovision's partners made a deal with Star TV that included the provision of set top decoders. Star TV plans to roll out a basket of new Bahasa Indonesia language channels, although the future of the service is still clouded by other western programmers who have objected to Star TV's "gatekeeper" role.

Newspapers in Indonesia are highly regulated with strict guidelines on the number of pages they are allowed to print each day. However the increasing competition from television has led to the growth of supplements and special sections to increase pagination. Circulation is healthy, but the popularity of titles that are critical of the administration suggest an as yet untapped market both in newspapers and magazines. The latter medium has actually outstripped newspapers in terms of increasing its advertising costs with the rise of leisure and lifestyle titles. Magazines have also shown themselves to be much more flexible in terms of organising cross-promotional activities and event sponsorship.

In the last couple of years radio has had some of its audience chipped away by television, although the comparatively small tv penetration rate, and even the tiny telephony penetration total of three per cent still makes it a force to be reckoned with. While demand for airtime is tight, it is an effective way to reach niche audiences, especially since station managements have been forming networks in recent years to maximise resources and also to target specific audiences. Cinema attendances have been growing in the last few years, but the shortage of domestically-made releases and the relatively low number of visits to theatres made per capita, makes it very much a minority medium.

Indonesia can offer much for those interested in an undeveloped media market. But there are significant reservations about the aspects of the nation's business practices. These include the close relationships between members of the ruling administration and major businesses and accusations of venality made against officials in international surveys comparing business practices. The experience of Indovision in its original incarnation suggests there is a lot of work to be done with Indonesian consumers before pay tv becomes a viable commercial prospect.

**NO of TV COMMERCIALS MONTHLY 1995**



Source: SRI Mupscope
the network, The Oglivy Company

**Video & Cinema INDONESIA**

| | Frequency | % |
|---|---|---|
| *Visit Cinema* | Sometimes | 32 |
| | in past 2 weeks | 11 |
| | in past 4 weeks | 15 |
| | 4+ weeks ago | 18 |

Source: Nielsen SRG Media Index 1995

## GOVERNMENT

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## BROADCASTERS

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**Year Established:** 1989

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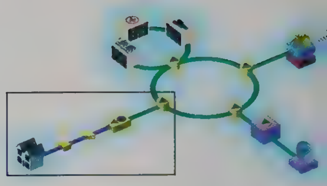

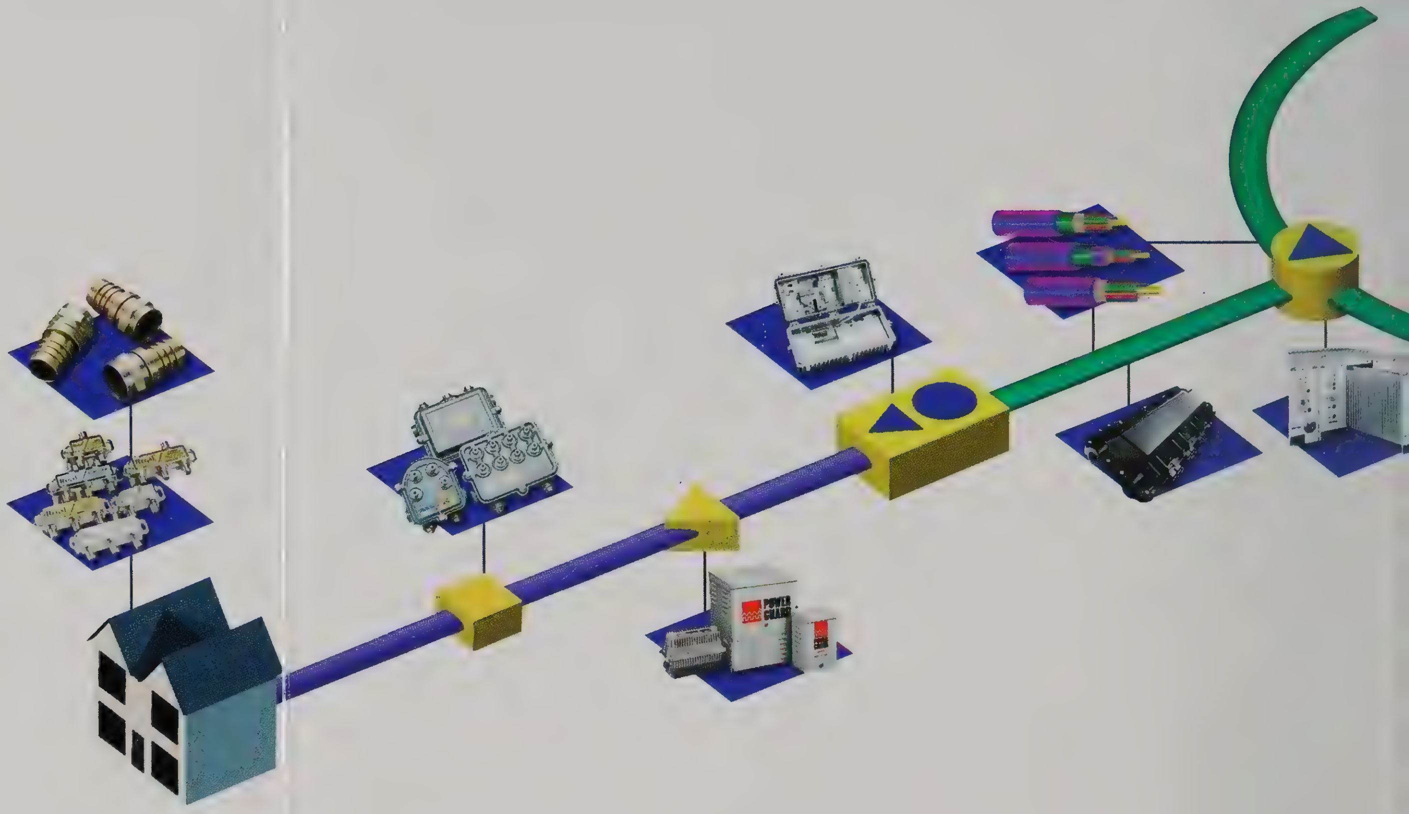

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If the years between the mid-1960s and mid 1990s have not been kind to the Philippines, the normally-optimistic Filipino people are hopeful that matters are likely to improve significantly in the coming decades.

| COUNTRY | PHILIPPINES |
|---|---|
| Official Name | Republic of the Philippines |
| Total Area (Sq, Km) | 300,000 |
| Population | 73,265,584 |
| Capital | Manila |
| Currency | Philippine Peso (P) |
| Exchange Rate 7/96 to USD$ | 26.210 |
| Languages | Pilipino (Tagalog), English |
| Ethnic Divisions | 91.5% Christian Malay, 4% Muslim-Malay, 1.5% Chinese, 3% Other |
| Religion | 83% Roman Catholic, 9% Protestant, 5% Muslim, 3% Buddhist & other |
| TV Penetration | 48% (national), 90% (Metro Manila) |
| VCR Penetration | 25% (min. est.) |
| Per Capita Income USD$ (Est) | 770 |
| Cinema Attendance | 53% (national), 67% (Metro Manila) attend per month |
| Video Viewing Habits | n/a |
| Major TV Broadcasters | ABS/CBN, IBC - Channel 13, PTNI, Republic Broadcasting System (Channel 7), Radio Philippines Network (Channel 9), ABC |

The corruption and brutality of the regime of Ferdinand Marcos, the economic impact of the withdrawl of US forces stationed in the Philippines and a seemingly never ending series of devastating typhoons, volcanoes and other natural disasters have taxed the resources of the country.

However with democracy restored after the peaceful revolution of 1986 and investment and confidence in the Philippines continuing to grow there are signs that a sustained period of expansion and prosperity has now arrived. The media industry is a reflection of the changes in the country over the last decade. Once riddled with cronyism and afraid to criticise the Marcos regime, the industry is now among the liveliest in this nation of 66 million people as it revels in its hard-won freedoms.

The leading example of these changes is in the cable tv industry. The number of subscribers has quintupled in the last five years after the nationwide service monopoly of the Marcos years was dismantled in the 1980s. Filipinos are offered a lively program mix of movies, sports, news and entertainment from channel providers from around the world, aided by a non-interventionist policy concerning the percentage of foreign content on the part of the government.

**CABLE TELEVISION**

**VIEWERSHIP SURVEY AMONG CABLED HOUSEHOLDS**

Period: October 2-15m 1995

| *Rank* | *Channel* | *Rating %* | *Audience Share %* |
|---|---|---|---|
| 1 | Network | 6.6 | 23.7 |
| 2 | HBO | 3.9 | 13.9 |
| 3 | Network | 2.7 | 9.6 |
| 4 | "i" Channel 21 | 2.1 | 7.4 |
| 5 | Filipino Ch 22 | 1.8 | 6.4 |
| 6 | Filipino Ch 23 | 1.4 | 5.0 |
|  | CNN 27 | 1.4 | 5.0 |
| 7 | Network | 0.8 | 3.0 |
|  | ESPN 29 | 0.8 | 3.0 |
|  | Discovery | 0.8 | 2.7 |
| 8 | MTV 32 | 0.7 | 2.6 |
|  | Star Plus | 0.7 | 2.5 |
|  | Network | 0.7 | 2.4 |
| 9 | Network | 0.6 | 2.2 |
| 10 | Chinese Ent. Ch. | 0.4 | 1.5 |

Source: the network, The Ogilvy Company

The Philippines Cable Television Association (PCTA), the industry-wide representative body, has also taken a number of steps to stabilise cable tv's future. Chief among these has been to draw up the Cable Policy Act of the Philippines which is now being shepherded through the upper house by Senator Leticia Ramos-Shahani, sister of President Fidel Ramos. The aims of the legislation are broadly to allow foreign companies to own up to 40 per cent of a cable station; rationalising the industry structure to regulate the number of operators allowed in any given area; make signal theft a criminal offence and allow cable stations to accept advertising.

However elements within the PCTA are arguing that opening up the industry to overseas investors could mean wholesale foreign interference in cable tv, a sensitive issue in a country that has been a colony three times in its modern history.

This has not stopped some foreign investors from taking de facto stakes in cable operations through financial instruments that amount to equity in almost all but name. Since the Philippines is the third-largest English-speaking nation on earth, the country is a popular venue for overseas interests with technology and programming to sell.

Proponents of the law argue in return that foreign investment will spur the development of more technically-advanced cable systems, which are already among the most advanced in Asia. Furthermore they are adamant extra money could be used to produce more local programming because buying in programming in a country where there is no tiering in some cases eats up as much as 50 per cent of an operator's costs. At the same time the relatively low per capital income figure means subscriptions must be kept low to build on the take up rate for cable which is now about five per cent of homes.

**CABLE TELEVISION**

Estimated number of Cable households nationwide is 370,000

There are about 400 cable operators in the country today and their HH subscriers are distributed as follows

| | |
|---|---|
| Manila | 42% |
| Luson | 27% |
| Vusayas | 18% |
| Mindanao | 13% |

**SKY CABLE**

52% coverage of AB TV HH in Metro Manila

segmented viewing - 49 channels (including Star TV, CNN, ESPN, HBO, Discovery Channel, etc.)

with 8 channels presently accepting commercials; 3 on uplink for nationwide telecast (power bundle channels - Ski "i" 21, Sky One 22 and Sky Movies 23)

Source: the network, The Ogilvy Company

Whether wired to cable or not, the Filipinos are avid television watchers, particularly because of the novelty; tv penetration has climbed by a third in just five years. The Philippines has a well-established terrestrial VHF network that dominates the market consisting of six channel providers. In addition there are four UHF providers aimed at the top 20 per cent income class of the population. As in the US, off-air channels are must carry services on cable. Although the time allocated for commercial breaks is very generous compared to other parts of Asia, there is still a high demand for the most popular programs. Television garners two-thirds of the total ad spend. In the 1990s the market for outdoor advertising, concert sponsorship and transit ads have grown substantially because of the high cost and scarcity of tv slots.

Satellite dish and SMATV penetration remain low compared to cable, even though the latter is limited to urban areas. The argument within the Philippines media circle suggests on one side that receiver dishes will flourish because the country is an archipelago, or else that cable will soon cover the main urban areas like Metro Manila where one in seven Filipinos live, including the majority of upper-income households.

Movie attendance is high, with 60 per cent of the product produced locally. In May, 1996, Star TV began a Tagalog-language movie pay tv channel to capitalise on the popularity of indigenous cinema. Star TV also noted how it could also be piped to overseas Filipinos, who number four million in the US alone. Many films are watched on video, although more than half of these are pirated.

The Philippines radio industry is perhaps the strongest in Asia, and is still regarded as the "national reach" medium with a total of more than 750 stations. Listeners tuned in for highly segmented peak listening hours between six and nine in the morning and for the early-evening slot. Radio set penetration has only recently been exceeded by television's. Nationally the dominant format is AM, although this is not the case in Manila where FM stations take advantage of the relatively flat topography of the capital.

Newspapers and magazines have received particular benefit from Marcos' deposition as president. Readership is as high as 86 per cent in Metro Manila, against a figure of two thirds in the country as a whole. Five titles, two broadsheet and three tabloids have 73 per cent of the market share.

The future of the Philippines media industry appears to be bright, at least given the vibrancy of those working within it, and the government's hands-off regulatory approach. Problems will continue to exist, like the regional separateness that come inevitably in a nation composed of more than 7,000 islands, and the relatively poor infrastructure. Overall the Philippines looks set to achieve steady growth as it crosses into the next century. Furthermore, it has the capability and potential to become a leading cable and satellite hub in the new millenium.

**Video & Cinema PHILIPPINES**

| | Frequency | % |
|---|---|---|
| *Watch Video* | sometimes | 36 |
| | more than once a month | 12 |
| | once a week | 11 |
| | twice a month | 4 |
| | once a month | 7 |
| *Visit Cinema* | sometimes | 72 |
| | more than once a week | 2 |
| | once a week | 17 |
| | twice a month | 9 |
| | once a month | 28 |
| | less often | 13 |

Philippines=Metro Manila

Source: Nielsen SRG Media Index 1995

PCTA
PHILIPPINE CABLE
TELEVISION ASSOCIATION, INC.

# Philippine Cable Television Association, Inc

The opportunities, dynamics and developments of the ever-expanding television markets in Asia, and particularly in the Philippines are indeed exciting as we approach the 21st Century.

A decade ago, Filipino broadcasters would not have thought of confronting the enormous challenge of building a broadband multimedia infrastructure or of the international satellite distribution of Filipino programs. Yet today our local broadcasters are uplinking their signals for distribution throughout Asia, and on the ground there are over 400,000 Philippine TV households wired for Cable TV through the 400 cable operators that span the country.

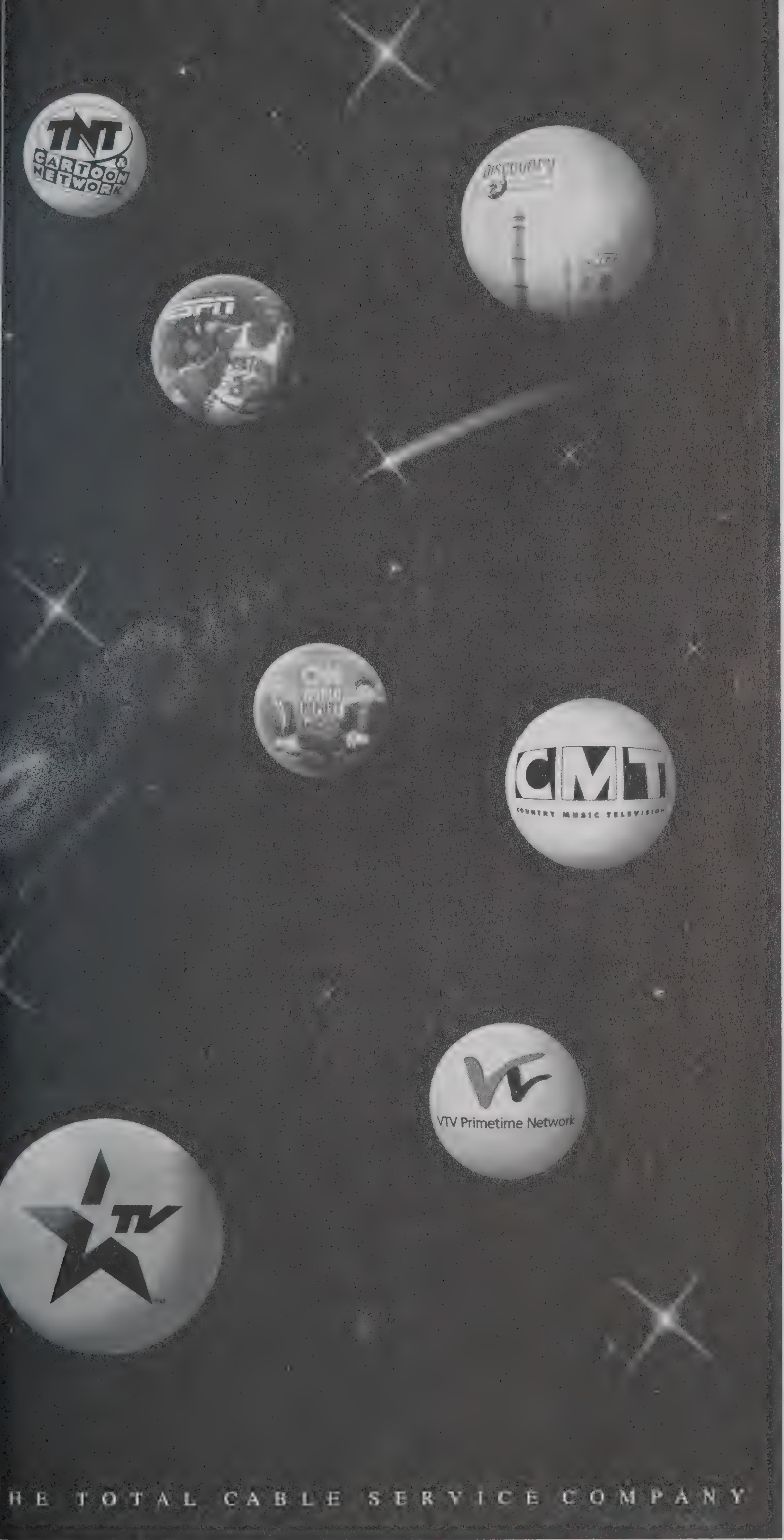
The broadcast industry in the Philippines as well as the cable TV industry, is currently practicing self-regulation to promote and enforce industry standards. Both the KBP (Kapisanan ng mga Brodkaster ng Pilipinas) and the PCTA (Philippine Cable TV Association, Inc.) have succeeded in promoting self-responsibility as an inherent aspect of business while encouraging the development of higher levels of operational, technical, and social standards observed by its members.

The proposed Cable Policy Act of the Philippines, filed in the Senate by Sen. Leticia Ramos-Shahani currently before the Senate addresses the following issues: entry of foreign investments into cable of up to 40%, clearer policy regarding issues like: overbuilding, carriage of local broadcast TV signals, pole rental rates, taxes, etc., enforcing copyright laws and prosecution of signal theft (illegal connections), and allowing advertising on cable TV.

The Ramos government has embarked on a vigorous campaign to promote the Philippines as an investment destination, and the industry in particular is likewise keen in encouraging foreign participation.

Given the coordinated and consolidated support of the cable industry, the Philippines can become a premier broadcasting hub to service cable and satellite operators across the Asian region, and is poised to compete with Hong Kong and Singapore to become a regional hub for satellite broadcasters as we enter the next century.

The PCTA, in cooperation with the government, is doing its utmost to get all regional and international players to take a serious look at the industry opportunities, and incentives the Philippines has to offer as we approach the 21st century.



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## GOVERNMENT

**Department of Transport & Communications**
Philcomon Building, Ortigas Avenue
Pasig Metro Manila,Philippines
***Tel:*** 63 2 721 3781

**National Telecoms Commission**
Vibal Building, Times St.
Quezon City, Philippines
***Tel:*** 63 2 924 4008
***Fax:*** 63 2 921 7128

## ASSOCIATIONS

**Association of Broadcasters in the Philippines (KBP)**
6th Floor LTA Bldg 118 Perea St.,
Legaspi Village Makati Metrto Manila
Philippines
***Tel:*** 63 2 815 1990
***Fax:*** 63 2 815 1989
**Contact:**
Mr. Carloy O Castro, Dir.

**Philippine Cable Television Association (PCTA)**
2505 Cityland 10, Tower 1, 6815 Ayala Avenue
North, Makati City, Philippines
***Tel:*** 63 2 810 4244
***Fax:*** 63 2 892 8210
**Contact:**
Atty. Teddy Cruz, President

## BROADCASTERS

**ABS-CBN International**
ABS-CBN Broadcast Center
Mo. Ignacia Cor. Set Esguera
Quezon 1103 Philippines
***Tel:*** 63 2 921 3759
***Fax:*** 63 2 924 2732
**Contact:**
Mr. Jose Ramon Olives, Vice President
Mr. Rafael Lopez, S.M. Information
Mr. Araceli Lauida, Director for Distribution
**Satellites & Transponders:**
PanAm Sat 2, Galaxy 4
**Year Established:** 1992

**Associated Broadcasting Corporation (ABC)**
762 Quiririno Avenue Novaliches
Quezon City Philippines
***Tel:*** 63 2 936 1557
***Fax:*** 63 2 936 2558

**GMA Channel 7**
EDSA Piliman, Quezon City, Philippines
***Tel:*** 63 2 816 3042
***Fax:*** 63 2 921 3214

**International Broadcasting Corporation**
Broadcast City, Capital Hills
Diliman Quezon City, Philippines
***Tel:*** 63 2 931 8674
***Fax:*** 63 2 931 8593

**Kampana Television Corporation**
22nd F/Strata 200 Bldg,. Ortigas Center
Pasig, Metro Manila Philippines
***Tel:*** 63 2 633 6291
***Fax:*** 63 2 631 7515
**Contact:**
Mr. Salvador Tan, President
Mr. Jose Jalalndoon. G.M.
Mr. Godofredo Lirazan, E.V.P
**Terrestrial:** Yes
**Number of Subs:** 2 Million
**Year Established:** 1979

**Peoples Television**
Philippines Broadcasting, Service Bohol
Avenue, Quezon City, Philippines
***Tel:*** 63 2 321 8775
***Fax:*** 63 2 988 189

**Radio Philippines Network - Channel 9**
RBS Building EDSA Diliman
Quezon City Philippines
***Tel:*** 63 2 978 261
***Fax:*** 63 2 978 074
**Year Established:** 1969

**Republic Broadcasting System**
RBS Building, EDSA cor, Jamboree St.
Diliman, Quezon City 1103, Philippines
***Tel:*** 63 2 924 3033
***Fax:*** 63 2 924 2430

**The Associated Broadcasting Company**
APMC Building, 136 Amorsolo St.
Legaspi Village, Makati
Metro Manila, Philippines
***Tel:*** 63 2 936 2551
***Fax:*** 63 2 936 1551

## SATELLITE BROADCASTERS

**ABS-CBN International**
ABS-CBN Broadcast Center
Mo. Ignacia Cor. Set Esguera
Quezon 1103 Philippines
***Tel:*** 63 2 921 3759
***Fax:*** 63 2 924 2732
**Contact:**
Mr. Jose Ramon Olives, Vice President
Mr. Rafael Lopez, S.M. Information
Mr. Araceli Lauida, Director for Distribution
**Satellites & Transponders:**
PanAm Sat 2, Galaxy 4
**Year Established:** 1992

**Star TV Philippines**
c/o Executive Power Centre, 6/F Pacific Star
Bldg., Sen Gil J. Puyat, Cor Makati Ave,
Makati, MM Philippines
***Tel:*** 63 2 892 4476
***Fax:*** 63 2 893 7308
**Contact:**
Mr. Dave Ilagan, G.M.

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**Asian Cable Communications, Inc**
703 Tektite Tower II, Exchange Road
Ortigas Center, Pasig City 1600, Philippines
***Tel:*** 63 2 636 0067
***Fax:*** 63 2 636 0575
**Contact:**
Mr. Rene Esguerra, General Manager

**Philippine Medical Television**
Ground Floor, Zaraqoza Bldg, Gamboa St,
Legaspi Villagen, Makati, Philippines
***Tel:*** 63 2 815 0871
***Fax:*** 63 2 815 4332
**Contact:**
Ms. An Mercado Alcantara, President
Ms. Boots Alcantara, General Manager
**Number of Subs:** 2000
**Monthly Charge:** 200 P
**Year Established:** 1994

**Skycable (Central CATV Inc)**
G/F, Benpres Building, Meralco Avenue Cor.,
Exchange Road, Pasig, 1600 Philippines
***Tel:*** 63 2 635 6405
***Fax:*** 63 2 632 9796
**Contact:**
Mr. Eugenio Lopez III,
Mr. Mel Velarde, E.V.P.
Mr. Ernesto Enriquez, V.P. Finance
**Year Established:** 1990

## CABLE OPERATORS

**1888 Cable Network**
Alinguigan, Ilagan, Isabela, Philippines
***Tel:*** 63 742 1245
**Contact:**
Mr. Marcelino Galura, Owner

**A.A.CATV Inc.**
Borongan E. Sam, Samar, Philippines
**Contact:**
Mr. Cayetano Belizer, Program Dir.

**Accutonics System, Inc.**
142 Stockholm St, Pasig Green Park Village,
Manggahan Pasig, Metro Manila, Philippines
***Tel:*** 63 2 645 0037
***Fax:*** 63 2 645 0037
**Contact:**
Mr. Engr. Leonardo Lota, President

**Aclan Cable Network, Inc.**
A. Bonifacio Street
Lemery Batangas, Philippines
***Tel:*** 63 43 411 1334
**Contact:**
Mr. Ben S. Aclan

**Aircable Corporation**
111 Yakal Street, Camella 5
Las Pinas, Metro Manila 1740, Philippines
***Tel:*** 63 2 806 9719
**Contact:**
Mr. Quartz P. Requinta, President
Mr. Rodney M. Cabela, E.V.P.
Mr. Aldwin Jerrold R. Locsin, V.P. Operations
**Number of Subs:** 10000
**Monthly Charge:** 280
**Premium Channels:** Yes
**Year Established:** 1992

**Aklan Cable Television Co. Inc.**
C. Laserna Street, Kalibo Aklan, Philippines
***Tel:*** 63 36 662 3117
***Fax:*** 63 36 662 3508
**Contact:**
Ms. Patricia Cacer-Garcia

**Alyala CATV Services**
Office of the Mayor, Municipality of Bulan,
Bulan Sorsogon, Philippines
***Tel:*** 63 56 411 1051
**Contact:**
Mr. Albino Guyala, General Manager

**Amboy and Associates CATV, Inc.**
Borongan, Eastern Samar, Philippines
***Tel:*** 63 35 5280
**Contact:**
Mr. Salvacion Amboy, G.M.

**Amianan Cable TV Corporation**
Marcos Highway, Batac, Ilocos, Norte Philippines
**Contact:**
Mr. Wilson Siangco, Engineering Consultant
***Tel:*** 63 77 792 8384
***Fax:*** 63 77 792 3211

**Amity Satellite Systems, Inc**
2300 Leon Guinto Street, Malate
Manila, Philippines
***Tel:*** 63 2 521 7775
***Fax:*** 63 2 521 7037
**Contact:**
Mr. Juaning Lamadrid, President

**AMS Paracale CATV System**
Palanas, Paracale, Camarines Norte, Philippines
**Contact:**
Mr. Gregorio Aceder Jr, Owner

**AMT Space Link CATV**
Rizal Street, Allen, Northern Samar, Philippines
**Contact:**
Mr. Ariel M. Tan, President

**Angeles City Cable Television Network**
44 Don Gloria Avenue
Villa Gloria Subdivision
Angeles City, Pampanga, Philippines
***Tel:*** 63 455 602 0893
***Fax:*** 63 455 888 2842
**Contact:**
Ms. Jaime J. Uy, President

**Aparri CATV Services, Inc.**
LKC Marketing, 9531, Kamagong Street
Makati City, Philippines
**Contact:**
Mr. Albert Lim, Chairman

**Aquarius Cable TV Services**
Norsam General Merchandising
Catarman, Northern Samar, Philippines
**Contact:**
Mr. Jesus E. Ching, President

**Aviva Cable Television Network**
Bagabag, Nueva Vizcaya, Philippines
***Tel:*** 63 73 332 2008
**Contact:**
Mr. Jolly U. Zapanta, Manager

**Aztec Satellite Cable, Inc.**
Mabini Street, Poblacion 2
Midsayap North Cotobato, Philippines
**Contact:**
Mr. Rafael B. Peralta, President

**Basco Cable TV Services**
36 Luna Street, Tuguegarao
Cagayan Philippines
***Tel:*** 63 78 844 189
**Contact:**
Engr. Reynaldo B. Cinense, Manager

**Bataan Space Cable Network**
55 Samar Avenue, Quezon City, Philippines
***Tel:*** 63 47 237 2611
***Fax:*** 63 47 924 2945
**Contact:**
Mr. Rodolfo Zabala, Proprietor

**Batangas CATV, Inc.**
Room 203, Centrum II Condo.
150 Valero Streeet, Salcedo Villa
Makati City, Philippines
***Tel:*** 63 43 725 2333
***Fax:*** 63 43 817 5462
**Contact:**
Mr. Engr. Pat Manlangit, President

**Bicol CATV System**
215 General Bautista St, Imus, Cavite
Philippines
***Tel:*** 63 96 435 2725
***Fax:*** 63 96 435 0042
**Contact:**
Mr. Reuel B. Dominguez, General Manager

**Biliran Tele TV Network Corp.**
Sabirino Street, 1 Naval Biliran, Philippines
***Tel:*** 63 53 325 5152
***Fax:*** 63 53 325 5121
**Contact:**
Mr. Wilfredo A. Diu, President

**Bisaya Cable TV Network Inc.**
2/F, Fernandez Bldg, Suba Pasil
Cebu, 6000 Philippines
***Tel:*** 63 32 921 54
***Fax:*** 63 32 921 10
**Contact:**
Mr. Gerard T. Ralloma
Mr. Vicente Sabarre
**Number of Subs:** 700
**Monthly Charge:** 300 P
**Premium Channels:** Yes
**Year Established:** 1994

**Bogo Cable TV, Inc.**
Oliva Chua Building, San Juan Street,
Bogo Cebu, Philippines
***Tel:*** 63 32 251 2210
***Fax:*** 63 32 921 3793
**Contact:**
Mr. Nonito Limchua, President

**Bohol Community Cable TV Systems, Inc.**
CPG North Avenue Cor. San Jose Street, Bohol
Tagbilaran, Philippines
***Tel:*** 63 411 2850
**Contact:**
Mr. Lucio Lim Jr, President
Mr. Nonito Limchua, Chairman
Mr. Leizl Lim Gregorio, G.M.
**Monthly Charge:** 300 P
**Year Established:** 1991

**Bongao Cable TV Network, Inc.**
27-C, Tiplet Road, San Jose, Zamboanga City
Zambonga del Sur, Philippines
***Tel:*** 63 62 991 6742
**Contact:**
Mr. Joselino P. Galicia, President

**Brightmoon Cable Networks, Inc.**
Suite A, 2/F, JM Building
Lolomboy, Bocaue, Bulacan, Philippines
***Tel:*** 63 97 692 2200
***Fax:*** 63 97 692 2201
**Contact:**
Mr. Michael P. Roa, G.M.

**Buhi Satellite TV System**
c/o DNB Electronics, Makati Medical Center
Makati, Philippines
***Tel:*** 63 2 815 9111
***Fax:*** 63 2 892 9397
**Contact:**
Ms. Diones Belza, President

**Cable Communications, Inc.**
Room 203 Centrum II Condo.
150 Vakero Street, Salcedo Village
Makati, Philippines
***Tel:*** 63 2 813 1394
***Fax:*** 63 2 817 5462
**Contact:**
Engr. Pat Manlangit, V.P.

**Cable Star, Inc.**
Sen.B Aquino Avenue
Mandurriao, Iloilo City, Philippines
***Tel:*** 63 33 320 0965
***Fax:*** 63 33 320 0965
**Contact:**
Mr. Antonio S. Solloriquez, V.P.

**Cable Television Network, Inc.**
429 T. Ansores Street, Samplaloc
Manila, Philippines
***Tel:*** 63 2 617 224
***Fax:*** 63 2 817 5462
**Contact:**

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### If you Would Like More Information, Contact:

- Dr. F. J. (Paco) Bernues - President
  20000 Mariner Avenue
  Torrance, CA 90503 USA
  Telephone: (310) 793-0812, Fax: (310) 793-0817
  E-Mail: camltor@ibm.net
- Norman F. Woods - Applications Engineering
  3157 Waterside Circle
  Las Vegas, NV 89117 USA
  Telephone: (702) 363-5660, Fax: (702) 363-2960
  E-Mail: camllas@ibm.net

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- *local cable operators*
- *program suppliers & distributors*
- *broadcasters*
- *cable and satellite equipment suppliers & distributors*
- *local broadcasting & cable television affiliates*

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**Burma/Myanmar**
**Cambodia**
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**India**
**Indonesia**
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**Phone: 852 2537 7377 Fax: 852 2521 3999**

Mr. Rodolfo Coronacion, President

**Cable Tronics**
Suite 205 Greenhills Mansion
San Juan, Metro Manila, Philippines
***Tel:*** 63 2 721 4389
***Fax:*** 63 2 721 4389
**Contact:**
Mr. Gerald Gabriel

**Cable Vision Systems Corporation**
1163, Mabini Street
Sta. Cruz, Laguna Philippines
***Tel:*** 63 92 645 1495
***Fax:*** 63 92 895 0984
**Contact:**
Mr. Rolando B. Cabriera, President

**Caceres Cable TV Corporation**
PNB Building Annex, General Luna Street
Naga City, Philippines
***Tel:*** 63 5421 739 795
***Fax:*** 63 5421 739 327

**Cadiz Community Satellite Link**
Cadiz City, Negros Occidental, Philippines
***Tel:*** 63 3442 240
***Fax:*** 63 3442 699
**Contact:**
Mr. Dave Anthony Ranile, G.M.

**Cagayan Satellite Porgram Network**
Tuguegarao, Cagayan, Philippines
**Contact:**
Mr. Azucena Boce

**Calapan Cable Centre, Inc.**
7978 cor. M. Antonio and J. Victor Sts
Makati City, Philippines
***Tel:*** 632 893 3192
***Fax:*** 632 894 2270
**Contact:**
Ms. Gloria Tejada, President

**Calauag CATV System**
393 Arguelles Street
Calauag, Quezon, 4318, Philippines
***Tel:*** 63 4282 821 7333
**Contact:**
Mr. Marcos T. Lim, G.M.
Mr. Nixon T. Lim, Asst. G.M.
Ms. Catherine T. Lim, Treasurer
**Number of Subs:** 850
**Monthly Charge:** 200 P
**Premium Channels:** Yes
**Year Established:** 1996

**Calbayog City CATV**
Brgy. Bagacay, Calbayg City
West Samar 6710, Philippines
***Tel:*** 63 57 41897

**Camarines Cable TV**
Vinzons Avenue, Vinzons
Camarines Norte, Philippines
**Contact:**
Dr. Benjamin V. Torres, Proprietor

**Candelaria Cable TV Inc.**
Candelaria, Quezon, Philippines
**Contact:**
Mr. Teristia Pancho, President

**Cantrade Marketing & Communication Services INC**
Cantillan Surigao del Sur, Philippines
***Tel:*** 63 833 4284
**Contact:**
Mr. Manuel B. Urbiztondo, Manager

**CASAT Cable & Satellite Television**
2081 Camden Avenue, Brooksidehills Caintan
Rizal, Philippines
***Tel:*** 63 2 655 0864
***Fax:*** 63 2 631 5824
**Contact:**
Mr. Manuel Castro, Managing Dir.

**Catubig Satellite and Cable TV**
c/o Datem, Inc, Unit 7 J&L Bld.
251 EDSA, Greenhills, San Juan
M.M., Philippines
***Tel:*** 63 2 70 3353
***Fax:*** 63 2 70 8294
**Contact:**
Mr. Arnulfo P. De Asis, Proprietor

**CATV Claveria**
Claveria Agri-Based MPCI
C#3 Claveria, Cagayan, Philippines
***Tel:*** 63 8822 321 2358
**Contact:**
Mr. Rodolfo Dalisay, Chairman

**CATV Gaumaca**
32 M. H. Del Pilar St.
Gumaca, Quezon Philippines
***Tel:*** 63 43 65
**Contact:**
Mr. Melchor Solomon

**CATV Systems International**
Unit 1, PA Townhouses, Timog Avenue
Quezon City Manila, Philippines
***Tel:*** 632 924 1795
***Fax:*** 632 924 1795

**Cavite Cable Corporation**
Km 23, National Road
Tabon Kawit Cavite Philippines
***Tel:*** 63 96 434 8682
***Fax:*** 63 96 434 8682
**Contact:**
Mr. Serafin Rea, G.M.

**Cebu Cable Television, Inc.**
312 Juana Osmena Extension
Cebu City Philippines
***Tel:*** 63 32 532 444
***Fax:*** 63 32 532 449
**Contact:**
Mr. Rodolfo D. Carlos, Manager

**Central CATV, Inc. (Skycable)**
G/F, Benpres Building, Meralco Avenue, Pasig,
Metro Manila, Philippines
***Tel:*** 63 2 632 9797
***Fax:*** 63 2 632 9796
**Contact:**
Mr. Mel Velarde, G.M.

**Charles TV System**
Brgy. Kinamaligan, Masbate, Philippines
***Tel:*** 63 56 230 257
**Contact:**
Mr. Paul Bala, Proprietor

**Claveria Agri-Based Multi-Purpose Coopertive, Inc.**
C 3, Claveria, Cagayan, Philippines
**Contact:**
Mr. Rodolfo Dalisay, Chairman

**Clearview CATV, Inc.**
Roofdeck Phil, Lumber Building, Bonifacio St,
Tuguegarao, Cagayan, Philippines
***Tel:*** 63 78 844 1155
**Contact:**
Mr. Ronald P. Guzman, President
Mr. Antonio Carag JR.

**Clearvision Cable TV, Inc.**
Rosario Building, Centro I,
Orani Bataan, Philippines
***Tel:*** 63 47 333 7383
***Fax:*** 63 47 431 1366
**Contact:**
Mr. Rainalda C. Zulueta, President

**Cluster Marketing**
Room 900, Ayala Life Building
6786 Ayala Avenue, Makati City, Philippines
***Tel:*** 63 893 2088
***Fax:*** 63 893 4927
**Contact:**
Mr. Melencio B. Alonzo, Jr, GM

**CCN Inc**
Country Communications Network, Inc
Tierra Nueva Village, Alabang Muntinlupa
Metro Manilla Philippines
***Tel:*** 63 2 805 7046
***Fax:*** 63 2 805 7047
**Contact:**
Mr. Reynaldo L. Lopez, Manager

**Coast Cable Television, Inc.**
4/F, Valderama Building, 107 Esteban St,
Legaspi Village, Makati City Philippines
***Tel:*** 63 2 810 4244
***Fax:*** 63 2 810 4244
**Contact:**
Atty. Teodoro Cruz, Jr, President
Mr. Reuel B. Dominguez, Chairman

**Colorview CATV, Inc**
Room 204, Centrum II Condo., 150 Valero St,
Salcedo Village, Makati City Philippines
***Tel:*** 63 2 815 4406
***Fax:*** 63 2 817 5462
**Contact:**
Mr. Francisco D. Magsaysay, President

**Community Cable Vision Corp.**
J.Rizal St, Liliw, Laguna Philippines
***Tel:*** 63 93 563 1109
***Fax:*** 63 93 563 1061

**Contact:**
Ms. Gladys Politico, Treasurer

**Conception Pay-TV Network, Inc.**
435 Alfonso, Concepcion, Tarlac Philippines
***Tel:*** 63 454 355
**Contact:**
Mr. Virgilo M. Guerrero, G.M.

**Cordillera Cable Television Network**
Wagwag St, Tabuk, Kalinga Apayao, Philippines
***Tel:*** 63 78 844 1409
**Contact:**
Mr. Marcelo Dela Cruz, Jr, Consultant

**Cotabato Cable Television Network Corporation**
Gov. Gutierrez Ave, Cotabato 9600 Philippines
***Tel:*** 63 64 213 685
**Contact:**
Mr. Guillermo Laureano, President
Mr. Ma. Fe Jaboneta, Manager
**Number of Subs:** 1300
**Monthly Charge:** 300 P
**Year Established:** 1991

**Country Comm. Network, Inc.**
29 Badoc St, Tierra Nueva Village
Alabang, Muntinlupa, M.M., Philippines
***Tel:*** 63 2 805 7046
***Fax:*** 63 2 805 7047
**Contact:**
Ms. Susan Ortiz, Resident Manager

**Countryside Cable Network - Sharp Viewing**
Centro Drug Building
Gapan, Nueva Ecija 3105, Philippines
**Contact:**
Mr. Wilfredo M. Natividad, Manager

**Countryside Satellite Television Systems**
38 Ma.Clara St, S M H
Quezon City, Philippines
***Tel:*** 63 732 9568
**Contact:**
Mr. Paul Barredo, General Manager

**D' Leopards Cable TV Services**
Pier 2, Catbalogan, Samar, Philippines
***Tel:*** 63 109 912 2430
***Fax:*** 63 109 756 0105
**Contact:**
Mr. Miguel C. Mendoza, Manager

**Dagupan Urban Stellite Vision**
3/F, CSI Market Square, AB Fernandez Avenue, Pangasinan, Dagupan City, Philippines
***Tel:*** 63 75 522 2244
***Fax:*** 63 75 522 0231
**Contact:**
Mr. Kerwin Fernandez, GM

**Dalisay Video Network**
Arguelles Cor., Bonifacio Street, Calauag, Quezon 4318 Philippines
***Tel:*** 63 04 282 7333
**Contact:**
Mr. Moises U. Lim, GM
Mr. Dalisay T. Lim, Treasurer
Ms. Caroline T. Lim, Manager
**Number of Subs:** 1000
**Monthly Charge:** 150 P
**Year Established:** 1989

**Dapitan City Cable TV**
c/o 21 A Pacifico Plaza Condo.
Ayala Avenue, Makati City, Philippines
***Tel:*** 63 2 844 7411
**Contact:**
Mr. Juan Evangelista Empeynado

**Davao Cable TV Services**
Royale House Hotel
C.M. Recto St. Davao City, Philippines
***Tel:*** 63 82 64234
**Contact:**
Mr. Prospero C. Nograles, President

**Davao Cable World Network, Inc.**
Corner Sandawa and Quimpo Blvd, Davao City, Philippines
***Tel:*** 63 82 297 1900
***Fax:*** 63 82 297 2157
**Contact:**
Mr. Edgar Ang, President

**Decobeam CATV Services, Inc.**
Rizal Avenue, Catbalogan Samar, Philippines
***Tel:*** 63 19 756 0379
**Contact:**
Mr. Eligio Cumpio, President

**Destiny Cable, Inc.**
2285 Pasong Tamo Extension
Makati City, Philippines
***Tel:*** 63 2 813 0237
***Fax:*** 63 2 813 0237
**Contact:**
Mr. Carlos V. Baviera, General Manager

**Discovery Cable TV Services**
Ma. Cristina Heights Subdivision
Caloocan, Balayan, Batangas, Philippines
***Tel:*** 63 96 435 2725
***Fax:*** 63 96 434 3043
**Contact:**
Mr. Reuel B. Dominguez, GM

**E. M. David Electronics**
7F, Concepcion Street, Pasig, Metro Manila, Philippines
***Tel:*** 63 2 641 0278
***Fax:*** 63 2 641 0290
**Contact:**
Mr. Edwin M. David, GM

**Eaglevision, Inc.**
Zone 1, 79 Maginoo Street
Dilliman, Quezon City, Philippines
***Tel:*** 63 922 5029
***Fax:*** 63 924 0580
**Contact:**
Mr. Ruben M. Cortez, President

**Eastcoast Cable TV**
8 Pioneer Drive, Bajada, Davao City, Philippines
***Tel:*** 63 82 221 4172
***Fax:*** 63 82 221 7696
**Contact:**
Ms. Evelyn U. Ching, Owner

**Cable Networks, Inc / Sun Cable Cainta Inc.**
Lot 18, Block 12, Berkshire St
Brookside Hills Subd., Cainta
Rizal CPN 302060 Philippines
***Tel:*** 63 2 6551962
**Contact:**
Mr. Abraham B. Tible, Chairman

**Eastern Sapphire Satellite Program Network, Inc.**
345 Huervana St, La Paz, Iloilo City, Philippines
***Tel:*** 63 33 320 1389
***Fax:*** 63 33 20 1344
**Contact:**
Mr. Rolando S. Del Rosario, Jr. GM

**EB Cable TV**
Lagunoy, Camarines Sur, Philippines
***Tel:*** 63 732 4136
**Contact:**
Mr. Ernesto Torres, Manager

**Echague Satellite and Cable Corporation**
386 F. Blumentritt Cor. Fernandez Sts, San Juan, Metro Manila, Philippines
***Tel:*** 63 2 702 247
**Contact:**
Mr. Wilyado Uy, Treasurer

**Eduhome TV Station**
L. Laurente Bldg., Surigao City
Surigao del Norte, Philippines
**Contact:**
Mr. Laredo A. Laurante

**Electromark Center**
555 G. Puyat St, Sta. Cruz, Manila, Philippines
***Tel:*** 63 2 733 0019
***Fax:*** 63 2 733 0124
**Contact:**
Mr. Lekie Tan, Manager

**Electrotel, Inc. (Suralla CATV)**
Suralla, South Cotabato, Philippines
***Tel:*** 63 64 221 0274
***Fax:*** 63 64 221 8013
**Contact:**
Mr. Vicente M. Oquendo, Jr., CEO

**ESSPNI**
Eastern Sapphire Satellite Program Network, Inc., c/o Amtrust Holdings Inc.
5/F 6750 Ayala Ave., Makati
Metro Manila, Philippines
***Tel:*** 632 813 5269
***Fax:*** 632 817 1127

**ESTV, Inc.**
2/F, JAE Building
Rizal St, Legaspi City, Albay, Philippines
**Contact:**
Gov. Jose S. Estevez, President

**Excelite Cable Network**
San Miguel, Bulacan
Philippines
**Contact:**
Mr. Romeo L. Reyes

**Fair Link Cable Television Network**
Centro, Cabanatuan, Isabela, Philippines
***Tel:*** 63 76 664 6036
**Contact:**
Mr. Imelda M. Alivia, Owner

**Far East Cable Television Systems**
56 Banawe St., Quezon City, Rokas, Isabela
Philippines
**Contact:**
Mr. Elpido S. Uy

**Farfissa Multi-Purpose Co-op**
Brgy Poblacion, Tagkawanyan
Quezon, Philippines
**Contact:**
Mr. Marco Antonio Lagdameo, VP

**Fil Products Service Television**
Julio Mamacus Building, Zamora St,
Butuan City, Philippines
***Tel:*** 63 52567
**Contact:**
Mr. Nonito A. Limchua, President

**Fil Products Services Television**
Rizal St, Tinago, Bayawan, Negros Occidental,
Philippines
***Tel:*** 63 32 92270
**Contact:**
Mr. Nonito A. Limchua, President

**Fil Products Service Television, Inc.**
Pacifico St. Tanjay, Negros Oriental, Philippines
**Contact:**
Mr. Nonito A. Limchua, President
***Tel:*** 63 281 50861

**Fil Products Service Television, Inc.**
2/F, Zamora Building, Quezon Avenue, Miputak
Dipolog City, Philippines
***Tel:*** 63 6541 415 2390
**Contact:**
Mr. Nonito A. Limchua, President

**Fil Products Service Television, Inc.**
64 Rizal Boulevard, Dumaguete City, Philippines
***Tel:*** 63 225 4743
**Contact:**
Mr. Nonito A. Limchua, President

**Fil Products Services TV, Inc.**
Aglipay cor, Roxas St., Base City, Philippines
***Tel:*** 63 35 541 5171
**Contact:**
Mr. Nonito A. Limchua, President

**Fil Products Service Television, Inc. of Tacloban**
2/F, Calderon Building, Real St, cor,
Calanipawan Road, Tacloban City, Philippines
***Tel:*** 63 321 4956
**Contact:**
Mr. Nonito A. Limchua, President

**Filipino Cable TV Corporation**
Door 4, Ang Sue Bee Building
National Highway, General Santos
South Cotabato, Philippines
***Tel:*** 63 83 552 3665
***Fax:*** 63 83 221 2294
**Contact:**
Mr. Arthur M. Garcia, President

**Filipino CATV Corp.**
106 NTA Bldg., Scout Reyes Street
Corner Panay Ave, Quezon City, Philippines
***Tel:*** 63 2 508 534

**Filmariani Cable TV and Audio Visual Services**
Barangay 2 Piddig, Ilocos Norte, Philippines
***Tel:*** 63 645 5731
**Contact:**
Mr. Eddie Guillen, Manager

**Filvision Inc.**
303 Country Club Dr., Ayala Alabang Vill,
Muntinlupa City, Philippines
***Tel:*** 63 2 802 2828
***Fax:*** 63 2 807 0245
**Contact:**
Mr. Teodoro B. Javier
**Number of Subs:** 2600
**Monthly Charge:** 250 P
**Year Established:** 1989

**Filvision, Inc.**
2/F, Alba Building, Roxas Avenue, Roxas City,
Philippines
***Tel:*** 63 2 36 210 447
**Contact:**
Mr. Nonito A. Limchua, President

**First Ilocandia CATV, Inc.**
JBC Building, Barangay 5 Rodriguez St,
San Nicolas, Ilocos Norte, Philippines
***Tel:*** 63 77 772 103
***Fax:*** 63 77 772 1894
**Contact:**
Mr. Robert Crispin, Manager
Mr. Harry F. Azana, G.M.

**Glenn Tansiongco Enterprises**
Magdiwang, Romblon Philippines
***Tel:*** 63 711 6386
**Contact:**
Ms. Edita S. Tansiongco, Assistant G.M.

**GOA Cable TV**
180 San Jose St. Goa, Camarines Sur, Philippines
**Contact:**
Mr. Harry F. Azana, G.M.

**Golden Triple A" Cable TV"**
Cabatuan, Isabela Philippines
***Tel:*** 63 664 2482
**Contact:**
Mr. Angelito V. Dela Cruz, Owner

**Guimba Cable TV-SPNC Holdings**
45 Firefly St., Unit 305, Vernida Valle Verde #6,
Pasig, Manilla, Philippines
Tel: 632 633 4906
**Contact:**
Dr. Fermando Santos

**Gulfside Video Network CATV Systems**
Tupas, Matta Molines Street
Guinauangan, Quezon, Philippines
**Contact:**
Mr. Efren Lim, President
CATV

**H M Cable Networks, Inc.**
Lot 20, Malhacan, Meycauayan
Bulacan, Philippines
***Tel:*** 63 97 840 0695
***Fax:*** 63 97 931 5693
**Contact:**
Ms. Emelita Fortich, G.M.

**H M CATV, Inc.**
Capinpin St, Binan, Laguna, Philippines
***Tel:*** 63 92 511 6134
***Fax:*** 63 92 846 0820
**Contact:**
Ms. Joselito Maghirang, Operations Manager

**Hi-Tech Cable TV, Inc.**
Sunrise Subdivision, Brgy. Maliwalu
Tarlac, Philippines
***Tel:*** 63 452 982 0505
***Fax:*** 63 452 982 1001
**Contact:**
Mr. Hernan B. Ilagan, President

**Home Cable Inc.**
409 P. Guevarra Street
San Juan Metro Manila, Philippines
***Tel:*** 63 2 723 0531
***Fax:*** 63 2 709 990
**Contact:**
Mr. Leo G. San Miguel, Exec. Vice President

**Home Channel**
2/F Dasi Bldg., J.P. Laureve, Philippines
***Tel:*** 63 82 221 2850
***Fax:*** 63 82 221 3353
**Contact:**
Mr. Mel Zulueta, Manaing Dir.

**Horsepower Multi-Trade, Inc.**
Room 203, Quadstar Building, Ortigas Ave.
Greenhills, San Juan, Metro Manila, Philippines
***Tel:*** 63 2 721 9342
***Fax:*** 63 2 721 4125
**Contact:**
Ms. Elisa Celia U. Sy, General Manager

**Hypervideo CATV Inc**
Rizal Street, Daraga, Albay, Philippines
***Tel:*** 63 5221 23439
**Contact:**
Mr. Antonio M. Andes, Sr., G.M.

**Iligan Light & Power Inc. (Southern Cablevision)**
Brother Jeffrey Rd., (La Salle Rd), Ralao
Iligan City 9200, Philippines
***Tel:*** 63 63 881 5705

***Fax:*** 6363 571 173
**Contact:**
Mr. Ralph Casino, President

**Ilocanida Cable Television**
JBC Bldg. BRGY 5, Dingras Rd.,
San Nicolas, Ilocos Nortes, Philippines
***Tel:*** 63 221 236
**Contact:**
Mr. Juanito Chua, President

**Intercity Cable Systems, Inc.**
Narra St, AAVA Building Ext
Ayala Alabang, Muntinlupa Philippines
***Tel:*** 63 842 3879
***Fax:*** 63 842 3767
**Contact:**
Mr. Eugenio Lopez III, President

**Interlink Cable Television Inc.**
512 T. Molina Street Baler, Aurora Philippines
***Tel:*** 63 1041 044 552 4230
**Contact:**
Mr. Nelianto C. Bihasa
Mr. Arnaldo C. Bihasa
**Number of Subs:** 2000
**Monthly Charge:** 180 P
**Year Established:** 1993

**International Beam Cast Corp**
638 San Martin St, Buntay District
Tanauan, Leyte Philippines
***Tel:*** 63 2 482 651

**IPIL Cable Television System**
Ipil, Zamboanga del Sur, Philippines
***Tel:*** 63 6282 222
***Fax:*** 63 6282 249
**Contact:**
Mr. ABE G. Dionaldo, G.M.

**Isabela Cable Systems, Inc.**
2/F, Tempus Place Condominium
21 Matalino St, Diliman,
Quezon City, Philippines
***Tel:*** 63 2 921 2445
***Fax:*** 63 2 921 1341
**Contact:**
Mr. Sisenadno Singson, Sr, President

**Isla Cable TV Services**
A. Mabini Avenue, Tanauan, Batangas
Philippines
**Tel:** 63 878 1046
**Fax:** 63 806 4313
**Contact:**
Mr. Rizalito L. Da'Ga, G.M.

**Isla Communications**
6/F SGV Building, 6758 Ayala Avenue
Makati Metro Manila, Philippines
***Tel:*** 63 2 812 2181
***Fax:*** 63 2 813 7233
**Contact:**
Mr. Gina Ventura, Business Dev.

**J P Cable City, Inc.**
Perez Boulevard, San Carlos City,
Pangasinan, Philippines
***Tel:*** 63 75 532 5284
**Contact:**
Mr. Gerardo P. Acuna, President

**Jade CATV Systems, Inc.**
4/F, Estate Condominium I, Salcedo St,
Legaspi Village, Makati City, Philippines
***Tel:*** 63 2 886 442
***Fax:*** 63 2 816 3680
**Contact:**
Mr. Eric S. Canoy, President

**JoLo Cable Television Network**
Bonifacio Street, Lower Sanraymundo, Jolo,
Sulun, Philippines
**Contact:**
Mr. Eskander K. Tulawie, Manager

**Jupas Metal Crafts**
521 General M. Ordonez St, Marikina Heights,
Marikina, Metro Manila, Philippines
***Tel:*** 63 918 860 3903
**Contact:**
Mr. Salvador Redillas, G.M.

**Kabankalan Community Antenna Television, Inc.**
c/o United Satellite and Radio Systems
257 Quirino Avenue, Tambo, Parana, Metro
Manila, Philippines
***Tel:*** 63 2 831 2676
***Fax:*** 63 2 831 2676
**Contact:**
Mr. Manuel J. Dabao, President

**Kabasalan Cable TV Systems**
2024 Anacleto Street
Sta. Cruz, Manila, Philippines
***Tel:*** 63 2 214 260
**Contact:**
Mr. Zenaida K. Cheung, Proprietor

**Kalamansiglebak Cable Systems, Inc.**
Poblacion, Lebak, Sultan Kudarat, Philippines
***Tel:*** 63 64 213 801
**Contact:**
Mr. Engr. Arnulfo C. Go, Vice President

**Kemp Broadcast and Cable Systems Corporation**
873 Rizal Avenue, Malabon
Metro Manila, Philippines
***Tel:*** 63 2 281 0958
***Fax:*** 63 2 281 0952
**Contact:**
Ms. Mylene M. Luna, Station Manager

**Kismet Cable Television, Inc.**
Aquino Corner Cabrera Street
Zamboanga del Sur, Pagadian City Philippines
***Tel:*** 63 66 214 2706
***Fax:*** 63 66 214 1497
**Contact:**
Mr. Rey Quisumbing, President / G.M.

**Kriton Trading Co. Ltd**
83 Scout Rallos Street, Quezon City Philippines
***Tel:*** 63 2 921 3001
***Fax:*** 63 2 921 5159
**Contact:**
Mr. David L. Abigan, Manager

**L & S Cable Television**
308 San Roque Street, Pasay City, Philippines
***Tel:*** 63 46 815 0171
***Fax:*** 63 46 491 2174
**Contact:**
Engr. Leon P. Sebastian, General Manager

**Laguna CATV Network**
20th Century Building, 676 Shaw Boulevard,
Mandaluyong, Metro Manila, Philippines
***Tel:*** 63 2 533 9122
***Fax:*** 63 2 533 9151
**Contact:**
Dr. Bernardino Bailon, General Manager

**Lakeside Communications Group**
Level 3 Unishoppe Complex
Quezon Ave, Angono, Rizal, Philippines
***Tel:*** 63 2 651 0170
***Fax:*** 63 2 651 0173

**Lao-Ang CATV Services**
San Miguel Street
Lan-ang, Northern Samar, Philippines
***Tel:*** 63 609 342
**Contact:**
Ms. Hilda Hermosilla, President

**Las Pinas Cable TV**
2/F, Allnations Food City Building
151 Pardre Diego Cera Avenue
Las Pinas, Metro Manila, Philippines
***Tel:*** 63 2 827 8280
***Fax:*** 63 2 829 8049
**Contact:**
Mr. Armando M. Merilleno, President

**Ledertek**
505 P. Gomez, Quiapo, Manila, Philiipines
***Tel:*** 63 2 48 49 12
***Fax:*** 63 2 819 51 26
**Contact:**
Mr. Reuben F. Hermoso, V.P.

**Legaspi CATV Nertwork**
F. Imperial St, Legaspi City, Albay Philippines
***Tel:*** 63 33 00
**Contact:**
Mr. Ben J Iral, Technical Engineer

**Lepanto Consolidated Mining**
G/F Florama building
3625 Bautista Cor, Enillia St, Palanan
Makati, Metro Manila Philippines
**Contact:**
Mr. Robert Estacio

**Leyte Cable TV Network, Inc.**
Rm 201, Rovic Building, P.Zamora Street,
Leyten, Tacloban City Philippines
***Tel:*** 63 109 325 5161
***Fax:*** 63 109 325 5071
**Contact:**
Mr. Henry Y. Gosyco, General Manager

**Liloy Cable Television System**

Baybay, Liloy, Zamboanga del Norte
Philippines
**Contact:**
Mr. Fe Clair T. Buctuan M.D., Manager

**Lipa CATV Incorporated**
No.8, Mvl Centre, G/F, National Road,
Villa Lourdes Subd, Lipa 4217 Philippines
***Tel:*** 63 43 561 182
***Fax:*** 63 43 562 446
**Contact:**
Mr. Polando V. Lexesa. Chairman of the Board
Mr. Agerico L. Abaca, President & Manag. Dir.
**Number of Subs:** 1465
**Monthly Charge:** 220 P
**Premium Channels:** Yes
**Year Established:** 1993

**Luckport Transcommunications Corporation**
Bagong Pok, Rosario, Batangas, Philippines
***Tel:*** 63 150 329 872
***Fax:*** 63 150 572 651
**Contact:**
Mr. Renato Virtucio, President

**Lupah Sug Cable TV**
Gen Arolas cor. Pinon Street
Jolo, Sulu Philippines
***Tel:*** 855 84204
**Contact:**
Mr. Luis Go. Jr, Owner / Manager

**M.R. Golden CATV Co.**
San Mateo, Isabela, Philippines
***Tel:*** 63 76 664 2482
**Contact:**
Mr. Lito De La Cruz

**Maasin Cable TV**
140 R.K. Kangleon cor. M.H. del Pilar
Agbao, Maasin, Southern Leyte, Philippines
***Tel:*** 63 2 522 0240
**Contact:**
Ms. Carol Arong, Manager

**Magic Vision Cable TV Bangued**
67 Magallanes Street
Bangued, Abran, Philippines
***Tel:*** 63 77 752 8411
**Contact:**
Mr. Dominic B. Valera, Owner / Manager

**Maguindanao Skycable CATV, Inc.**
Juliano Compound, Cotabato City,
South Cotabato, Philippines
***Tel:*** 63 64 217 085
**Contact:**
Ms. Estrelita Juliano-Tamano, President
Ms. Celerina Armamento

**Malangas Cable TV Network**
Malangas, Zamboanga del Sur, Philippines
***Tel:*** 63 66 198 4511
**Contact:**
Mr. Daniel Rivera, Liaison Officer

**Mambulo Cable TV**
Jose Panganiban, Camarines Norte, Philippines
***Tel:*** 63 5421 721 1403
**Contact:**
Dr. Bienvenido V. Torres, Jr, Proprietor

**Mamburao CATV System**
Mamburao, Occidental Mindoro, Philippines
***Tel:*** 831 1329
**Contact:**
Ms. Ethelita E. Ornedo, General Manager

**Mamuric Television Network Station**
20 Gen. Luna Street, Poblacion Solano
Nueva Vizcayan, Philippines
***Tel:*** 63 73 326 5077
**Contact:**
Mr. Amadeo Mamuric, Owner / Manager

**Manila Cable TV Services**
643 Araneta Avenue, Quezon City Philippines
***Tel:*** 63 2 969 385
***Fax:*** 63 2 969 385
**Contact:**
Atty. Antonio B. Betito, President

**Marawi Cable Television, Inc.**
2/F Sultan M. Pimping Building
Quezon Avenue, Marawi City, Philippines
***Tel:*** 63 520 359
***Fax:*** 63 520 359
**Contact:**
Mr. Nonito Limchua, Chairman of the Board

**Marbel Services & Television System, Inc**
Sprinter Bldg, General Santos Drive
Koronadal South Cotabato, Philippines
**Contact:**
Mr. Victoriano T. Sy
**Number of Subs:** 401
**Monthly Charge:** 270 P
**Year Established:** 1993

**Marbel Services & TV Systems, Inc.**
Notre Dame Complex, Alunan Avenue
Koronadal South Cotabato, Philippines
***Tel:*** 63 922 7629
**Contact:**
Mr. Victor Sy, President

**Margos Vision Cable TV Network**
Rizal Street, Margosatubig
Zamboanga del Sur, Philippines
***Tel:*** 63 895 3384
**Contact:**
Dr. Edilberto A. Adlaon, Proprietor

**Masbate Cable Incorporated**
Unit 420, Prince Plaza II Building
101 De la Rosa Street, Legaspi Vil.
Makati City, Philippines
***Tel:*** 63 2 893 0304
***Fax:*** 63 2 815 1989
**Contact:**
Ms. Carmencita Espinosa, General Manager

**Metro Cable Television**
106 NTA Bkldg, Scout Reyes St.
Corner Panay Ave, Quezon City Philippines
**Contact:**
Atty M. Santos

**Metro Kagupan CATV, Inc.**
Dagupan Doctors Villaflor Memorial Hospital
Mayombo District, Pangasinan
Dagupan City, Philippines
***Tel:*** 63 75 522 4911
***Fax:*** 63 75 522 4911
**Contact:**
Engr. Edwin Boado, Operations Manager

**Metro Kidapawan Cable TV Corporation**
117 Quezon Blvd, Kidapawann
Cotabato 9400 Philippines
***Tel:*** 63 64 81540
**Contact:**
Mr. Paulino T. Bandala
Mr. Tomas R. Martinez
**Monthly Charge:** 200 P
**Year Established:** 1992

**Metro Sat**
Josephine Building
Greenbelt Drive, Manila, Philippines
**Contact:**
Ms. Nancy Masakayan

**Midsayap Cable Vision Corporation**
169 Manuel L. Quezon Avenue
Midsayap, North Cotabato, Philippines
***Tel:*** 63 6422 98000
***Fax:*** 63 6422 98400
**Contact:**
Mr. Pio Domingo, President

**Mindanao Cable Television Inc.**
Zamboanaga City, Philippines
***Tel:*** 63 921 3793
**Contact:**
Mr. Wilson Siangco

**Mindoro Satellite Cable Bctg, Netw**
Leuterio St., Calapan
Orietnal Mindoro, Philiipines
**Contact:**
Mr. Ruel Lumangas

**Moonbounce Cable TV**
Agusan del Sur, Davao, Philippines
***Tel:*** 63 82 221 3977
**Contact:**
Mr. Eugene Firaza, President

**Moonsat Cable Television, Inc.**
Poblacion, Minglanilla
Lapu-lapu City, Mactan Cebu, Philippines
***Tel:*** 63 32 272 1611
***Fax:*** 63 32 272 1611
**Contact:**
Dr. Leonardo G. Enad, President

**MT Cable Television Network**
1738 Guevarra Street
Sta. Cruz, Manila, Philippines
***Tel:*** 63 2 731 0591
**Contact:**
Mr. Michael L. Tan, Owner / Manager

**Multi Cable**
Suite 207 Friendship 1 Buidling

Subandaku Mandaue City, Manila Philippines
***Tel:*** 63 32 21 4436
**Contact:**
Mr. Angelo Verdan, President

**Multi-Network CATV, Inc**
Good Samaritan Compound Burgos Ave.
Cabanatuan City, Nueva Ecija, Philippines
***Tel:*** 63 44 463 1682
***Fax:*** 63 44 463 0891
**Contact:**
Mr. Peregrin de Guzman, G.M.

**Multicable Entertainment Inc.**
250 A.S. Fortuna St., Bakilid
Mandaue City 6014 Philippines
***Tel:*** 63 32 86194
***Fax:*** 63 32 460923
**Contact:**
Mr. Robin Ong, Chairman

**Naga CATV, Inc**
32 C Penafrancia Avenue
Naga City, Camarines Sur, Philippines
***Tel:*** 63 5421 739 032
***Fax:*** 63 5481 110 97
**Contact:**
Atty. Teodoro Cruz, Jr, President

**Naval Cable Television (Naval Cable), Inc**
Rm 503, Wing A Concord Condominium
Benevides cor. Salcedo Streets,
Legaspi Village, Makati Philippines
***Tel:*** 63 2 818 3527
***Fax:*** 63 2 817 2031
**Contact:**
Mr. Wayne Matthew Jaro, Treasurer

**Negros Cable Television, Inc.**
Zulueta Street, Silay City
Negros Occidental, Philippines
***Tel:*** 63 34 52535
***Fax:*** 63 34 82531
**Contact:**
Mr. Rizalino V. Gamban, Jr, M.D.

**New City Cable System**
Traveller's Life Building
Centro East, Santiato City Philippines
***Tel:*** 63 682 7300
**Contact:**
Mr. Pompeyo R. Abergas, Proprietor

**New Horizon CATV Network**
Brgy. Dacallafugu, Camalaniuga, Cagayan
Philippines
***Tel:*** 63 912 6256
**Contact:**
Mr. Joseph L. Siazon, Manager

**New Vision Satellite Network**
126 V. Luna Road Ext. Sikatuna Village,
Quezon 1101, Philippines
***Tel:*** 63 2 921 5319
**Contact:**
Mr. Arthur C. Pascua, Proprietor
Ms. Marjorie Estrella C. Pascua, G.M.
**Number of Subs:** 450
**Monthly Charge:** 220 P
**Year Established:** 1992

**New World CATV Inc**
268 Clark Street, Paniqui, Tarlac Philippines
***Tel:*** 63 921 5319
**Contact:**
Mr. Antonio Mendoza, Chairman of the Board
Mr. Arthur C. Pascua, President
**Number of Subs:** 300
**Monthly Charge:** 275 P
**Year Established:** 1995

**Nikko Cable Television & Relay System**
Roxas, Isabela, Philippines
***Tel:*** 63 76 682 4282
**Contact:**
Mr. Nick Sebastian, Manager

**North Cable Vision, Inc.**
Gold City National Highway
Tagum, Davao del Norte, Philippines
***Tel:*** 63 82 297 1900
***Fax:*** 63 82 234 2434
**Contact:**
Mr. Edgar Ang, Director

**North Star Cable Vision**
Room 301, CU Building, National Highway
Cauayan, Isabela, Philippines
***Tel:*** 63 76 634 5106
**Contact:**
Engr. Sandre Dimaculangan, Manager / ECE

**Northwest Cable TV Network**
Corner Veloso & Torres Streets
Obrero, Davao City, Philippines
***Tel:*** 63 82 224 1173
***Fax:*** 63 82 72411
**Contact:**
Ms. Josephine Ng, Chief Financial Officer

**Nuvue Cablevision, Inc.**
5/F, Benpres Building, Meralco Avenue
Pasig City, Philippines
***Tel:*** 63 2 633 3381
***Fax:*** 63 2 631 3104
**Contact:**
Atty. Augusto Almeda Lopez, President

**Opticom**
2943 C Marisan Arcade, General del Prlar St,
Corner, South Super Highway
Makati City Philippines
***Tel:*** 63 2 819 3218
***Fax:*** 63 2 828 6485
**Contact:**
Mr. Francisco Mendoza, Jr, Sales Manager

**Oroquieta Community Cable TV, Inc.**
J.T. Quijno Street, Poblacion II
Oroquieta City, Philippines
***Tel:*** 31155
**Contact:**
Mr. Nonito A. Limchua, President

**Oway Cable Ventures Incorporated**
Don Tiburcio Lutero Street
Janiuay, Iloilo, Philippines
***Tel:*** 63 912 520 0497
**Contact:**
Ms. Rosemarie R. Margarico, President

**Pacific CATV, Inc.**
250 A.S. Fortuna Street, Bakilidn
Mandaue City, Philippines
***Tel:*** 63 32 346 0923
***Fax:*** 63 32 346 4262
**Contact:**
Mr. Rolando Valdueza, General Manager

**Pagadian Cable Television**
Meralco Building, Rizal corner Pajares Avenue
Pagadian City, Philippines
***Tel:*** 63 66 214 1706
**Contact:**
Mr. Nonito A. Limchua, President

**Palapag Satellite Multi-Service Coop.**
Opinion Street, Palapag, Northern Samar
Philippines
**Contact:**
Mr. Lucio M. Ocenar, Chairman of the Board

**Pangasinan Education Cable TV Corp.**
c/o Madecor 6/F, Sarmiento II Building
Pasong Tamo Extension
Makati City, Philippines
***Tel:*** 63 75 552 7171
***Fax:*** 63 75 816 7279
**Contact:**
Mr. Clemente Menquito, Manager

**Parasat Cable TV Inc**
73 Cruz Taal Street
Cagayan de Oro 9000 Philippines
***Tel:*** 63 8822 726 112
***Fax:*** 63 8822 725 794
**Contact:**
Engr. Elpidio M. Paras
**Number of Subs:** 2500+
**Monthly Charge:** 300 P
**Premium Channels:** Yes
**Year Established:** 1991

**Pecbc Cable Television**
Imadejas Subdivision, Butuan City, Philippines
***Tel:*** 63 8521 448782
***Fax:*** 63 8522 72070
**Contact:**
Mr. Romeo Zerrudo, President

**Peninsula Cable TV Services**
c/o Mr. Joel Morales Director
59 Quezon Avenue, Catanauann
Quezon, Philippines
**Contact:**
Mr. Gil Capirina, Owner
***Tel:*** 63 968 389

**Peralta Satellite Cable Network**
25 Provincial Road, Tabuk
Kalinga Apayao Philippines
***Tel:*** 63 78 872 2030
**Contact:**
Engr. John Encarnacion, Manager

**Persian Cable TV Network**
Poblacion Sur, Madella, Quirino, Philippines

**Contact:**
Ms. Priscila B. Alonzo, Manager

**Pilipina Shell Petroleum Corporation**
Tabangao Refinery , Batangas City, Bantang
Bantagas City, Bantangas, Philippines
***Tel:*** 63 816 6501
**Contact:**
Mr. J.Z. Punzal

**Plus Cable Network, Inc.**
Bahayang Pag-Asa
Molino 5 Bacoor Caviten, Philippines
***Tel:*** 63 2 59 203
***Fax:*** 63 2 29 2035
**Contact:**
Ms. Victoria D. Fernandez, Vice President

**Polaris Cable Vision, Inc.**
Calamagui 2nd, Ilagan, Isabela Philippines
***Tel:*** 63 6 62026
**Contact:**
Mr. Felix Balisi, Manager

**Polypower Commercial Corporation**
1680 E. Rodriguez Sr. Avenue
Cubao, Quezon City, Philippines
***Tel:*** 63 2 721 6323
***Fax:*** 63 2 721 7372
**Contact:**
Mr. Willie Pan, General Manager

**Pozzorubio Cable Television**
7 Caballero Street, Pozzorubio, Pangasinan
Philippines
***Tel:*** 63 75 566 7042
**Contact:**
Mr. Arsenio Chan, Manager

**Prime Star Cable Television**
154 F. D. Mora Avenue, Cabadbaran
Agusan del Norte, Philippines
***Tel:*** 63 104 1085
**Contact:**
Mr. Ignacio G.A. Lauzon, Jr, Proprietor

**Pro Sat TV Network Inc.**
Marina Arcade Building, Dau Mabalacat
Pampanga Philippines
**Contact:**
Mr. Florante A. Pascual, Sr, President

**Puerto Princesa CATV, Inc.**
81 Abad Santos Street, Puerto Prinsesan
Palawan, Philippines
***Tel:*** 63 48 433 2370
***Fax:*** 63 48 433 2370
**Contact:**
Mr. Cezar Ventura, Chairman of the Board

**Pulsar CATV Systems Inc**
14 Jose Abad Santos, Heroes Hills
Quezon Philippines
***Tel:*** 63 2 920 0604
***Fax:*** 63 2 998 874
**Contact:**
Mr. M.P. Ladrido
Mr. Danilo Porras
Mr. Nicolas Ladrido
**Monthly Charge:** 330 P
**Year Established:** 1993

**Quality Broadcasting Company, Inc. (Sky Cable)**
2507 University Mall Building
Taft Avenue, Malate, Manila, Philippines
***Tel:*** 63 2 587 352
***Fax:*** 63 2 536 0046
**Contact:**
Mr. Quintin B. Chua, President

**Quezon CATV Inc**
Room 204, Centrum II Bldg, 150 Valero St,
Salcedo Village, Makati City, Philippines
***Tel:*** 63 2 815 4406
***Fax:*** 63 2 817 5462
**Contact:**
Mr. Jules Z. Ventura, President

**Quezon CATV, Inc.**
Profugo Street, Lucena City Philippines
***Tel:*** 63 42 714 324
***Fax:*** 63 42 717 781
**Contact:**
Engr. Julian C. Ventura, V.P. Operations

**Radio Mindanao Network, Inc.**
4th Flor., State Condominium Bld
Salcedo St., Legaspi Village
Makati, Metro Manila, Philippines
***Tel:*** 63 2 893 68 43
***Fax:*** 63 2 816 36 80
**Contact:**
Mr. Eric Canoy, President

**Rainbow Cable TV**
Second Bulacan Dev't Bank Building
McArthur Highway, Calvario, Meycauayan
Bulacan, Philippines
***Tel:*** 63 97 840 7808
***Fax:*** 63 97 840 6321
**Contact:**
Mr. Reyben Hermoso, President

**RB Cable Television Viewing System**
Villasis, Santiago, Isabela Philippines
**Contact:**
Mr. Enrico R. Bautista, Manager

**RBC Cable Master System**
Tuguegarao, Cagayan, Philippines
***Tel:*** 63 78 844 1894
**Contact:**
Mr. Napoleon B. Foronda, Manager

**RBC Videocom CATV Network**
36 Luna Street, Tuguegarao
Cagayan Philippines
***Tel:*** 63 78 321 315
**Contact:**
Engr. Reynaldo Cinense, Proprietor

**Regal Cable TV Network**
Calao West, Santiago City, Philippines
***Tel:*** 63 682 8384
**Contact:**
Mr. Henry T. Lim, Owner

**Reliance CATV Services Co.**
Borongan, Eastern Samar, Philippines
**Contact:**
Mr. Rolando Olog, G.M.

**Reliant Community Networks Services**
Centro II, Lasam Cagayan, Philippines
***Tel:*** 63 922 2587
**Conact:**
Mr. Eulogio F. Agatep II, Owner

**Reyneth Cable TV**
San Antonio Street, Sipocot, Camarines Sur,
Philippines
***Tel:*** 6170
**Contact:**
Mr. Reynaldo F. Fusingan, Manager

**RJJ CATV Networks Enterprise**
215 General Bautista Street
Imus, Cavite Philippines
***Tel:*** 63 96 435 2725
***Fax:*** 63 96 434 3043
**Contact:**
Mr. Melchor S. Solomon, G.M.

**RL Communications Systems**
San Juan, Libmanan
Camarines Sur, Philippines
**Contact:**
Mr. Reuel A. Enriquez, Owner

**RM CATV Services**
Mondragon, Northern Samar, Philippines
**Contact:**
Mr. Paul Magpayo, Proprietor

**RMJ Development**
Rm 204 Centrum II Bldg
150 Valero St., Salcedo Village Makati
Metro Manilla Philippines
***Tel:*** 63 2 815 0861
***Fax:*** 63 2 817 5462
**Contact:**
Mr. Francisco Magsaysay, CED

**Rodolfo Tan CATV Services**
Loste Street, Llorente Samar, Philippines
***Tel:*** 63 911 9655
**Contact:**
Mr. Rodolfo Tan, Owner

**Romblon Cable Corporation**
No.5 LIM's Bldg, Pres. Roxas St. Romblon,
Romblon 5500, Philippines
**Contact:**
Mr. Manuel E. Ganalon, Chairman
Mr. Nixon R. Lim, President
Dr. Venancio C. Lo, G.M.
**Number of Subs:** 500
**Monthly Charge:** 200P
**Year Established:** 1992

**Romicomm Network, Inc.**
24 F. Mariano Avenue
Bo. dela Paz, Pasig City, Philippines

***Tel:*** 63 2 645 6309
**Contact:**
Mr. Manuel Ferrancullo, Jr, President

**Rosita Veran CATV Services**
518 P. Enriquez Street, Atimonan
Quezon Philippines
***Tel:*** 63 42 61295
**Contact:**
Ms. Rosita T. Veran, G.M.

**Roxas Cable Television, Inc.**
Castillo Subdivision, Puerto Princesa City
Philippines
***Tel:*** 63 433 2629
**Contact:**
Mr. Honorio G. Ventura, Jr, President

**Royal Cable Vision Corporation**
Lot 2, Block 5 Dictado Village
Sta. Rosa, Laguna, Philippines
***Tel:*** 63 92 307 8837
***Fax:*** 63 92 545 4074
**Contact:**
Mr. Generoso Opina, G.M.

**RS Autosphere Corporation**
KM. 7 J.P., Laurel Ave, Lanang
Davao City, Philippines
**Contact:**
Mr. Edgar Ang. President

**Sampaloc CATV System Corporation**
27 Quezon Avenue Street
Sampaloc Quezon, Philippines
***Tel:*** 63 150 310 410
**Contact:**
Mr. Jimmy D. Oblena, President

**San Jose Cable TV**
San Jose, Camarines Sur, Philippines
***Tel:*** 63 532 5778
**Contact:**
Mr. Gerard B. Monasterio, Ops. Manager

**Satellite Cable Network, Inc.**
Dona Seliza St, Saint Francis Village
San Fernando, Pampanga Philippines
***Tel:*** 63 45 961 6113
***Fax:*** 63 45 961 2270
**Contact:**
Mr. Allan Dungao, General Manager

**Satellite Cable TV, Inc.**
141 Rizal Street, Dagupan City
Pangasinan Philippines
***Tel:*** 63 75 7985 2139
***Fax:*** 63 75 522 0752
**Contact:**
Mr. Juaning Lamadrid, Treasurer

**Saturn CATV Services**
Catarman, North Samar, Philippines
***Tel:*** 63 109 554 0154
**Contact:**
Ms. Zenaida Custorio, General Manager

**Selargon Cable TV Services (Sun Cable)**
Piatos Building, Cabaguio Avenue
Agdaon, Davao City, Philippines
***Tel:*** 63 82 54255
***Fax:*** 63 82 221 8106
**Contact:**
Mr. Victor Facundo, General Manager

**Siocon Cable System Corporation**
Blk 26 Lot 37 G. Silang Street
New Capitol Estates, Commonwealth Ave.
Quezon City Philippines
***Tel:*** 63 2 931 4587
**Contact:**
Ms. Angel R. Brillantes, Jr, Vice President

**SkyCable - Pacific CATV, Inc**
250 A.S. Fortuna Street
Bakilid Mandaue 6014 Philippines
***Tel:*** 63 32 346 4255
***Fax:*** 63 32 246 4262
**Contact:**
Mr. Eugenio Lopez
Mr. Mel V. Velarde
Mr. Rolando P. Valdueza
**Number of Subs:** 15,000
**Monthly Charge:** 360
**Year Established:** 1993

**Skyline CATV Industries, Inc.**
Brgy. San Roque, Cardona, Rizal, Philippines
***Tel:*** 63 2 652 0022
***Fax:*** 63 2 655 7711
**Contact:**
Mr. Abraham B. Tible, Chairman

**Skyline Community Network, Inc.**
Santiago Foodmart Building Rotonda,
Bayugan Agusan del Sur, Philippines
***Tel:*** 63 608 297
**Contact:**
Mr. Allan J. Santiago, President

**Skylink Marketing**
P. Burgos Street
Labo Camarines Norte, Philippines
***Tel:*** 63 655 3933
***Fax:*** 63 655 0864
**Contact:**
Ms. Belinda A. Castro, Owner

**Smartnet Philippines Network, Inc.**
Penthouse Pacific Star Building
Sen. Gil Puyat Avenue, Makati City Philippines
***Tel:*** 63 2 813 4879
***Fax:*** 63 2 813 4439
**Contact:**
Ms. Mary Magdalene Sunga, Account Officer

**SMS Cable Television**
Gumaca, Quezon, Philippines
**Contact:**
Ms. Rolinda Marasigan, General Manager

**Sorsogon CATV System**
548 Cubao Sports Plaza
EDSA, Cubao, Quezon City, Philippines
**Contact:**
Mr. Roberto Gaya

**South Cable TV Network**
San Jose Northern Samar, Philippines
**Contact:**
Mr. Lorenzo T. Robles, Jr, Owner / President

**Southeast Cable TV Corporation**
c/o Manila Control Tower, NAIA
Pasay City Philippines
***Tel:*** 63 2 832 3007
***Fax:*** 63 2 817 5462
**Contact:**
Mr. Danilo Alzola, President

**Southern Cablevision, Inc.**
c/o Iligan Lights & Power, Inc.
Iligan City, Lanao del Norte, Philippines
***Tel:*** 63 881 3490
***Fax:*** 63 517 173
**Contact:**
Mr. Ralph B. Casino, Chairman / President

**SPC Cable SPNC Holdings**
45 Firefly St. - Unit 305, Vernida, Valle Verde
#6 Pasig, Metro Manila, Manila, Philippines
***Tel:*** 63 2 633 4906

**Sta. Lucia Realty Development Inc**
G/F State Financing Center
Metro Manila, Philippines
**Contact:**
Mr. Exequiel D. Robles

**Startrek Cable Network**
Angd, Bangued Abra, Philippines
***Tel:*** 63 77 752 8098
**Contact:**
Ms. Estela B. Go, Owner

**Starviewing Network, Inc.**
Drive 5 Espinos Building
83 Alunan corner Araneta Streets
Bacolod City Philippines
***Tel:*** 63 34 21576
**Contact:**
Mr. Nonito A. Limchua, President

**Subic CATV, Inc.**
Room 204 Centrum II Condominium
150 Valero Street, Salcedo Village
Makati City, Philippines
***Tel:*** 63 2 815 0861
***Fax:*** 63 2 817 5462
**Contact:**
Atty. Edmund S.J. Lopez

**Suburban Cable Network, Inc.**
251 General A. Bautista Street
Imus, Cavite Philippines
***Tel:*** 63 96 435 2725
***Fax:*** 63 96 434 3043
**Contact:**
Mr. Reuel B. Dominguez, General Manager

**Sun Cable Systems Antipolo, Inc.**
4 Rambutan Road, Nayong Silang
Antipolo, Rizal, Philippines

***Tel:*** 63 2 665 7785
***Fax:*** 63 2 665 5610
**Contact:**
Mr. James A. Dumlao, President

**Sun Cable Systems Cainta, Inc.**
2/F, Sandoval Building
FP Felix Avenue, Cainta, Rizal, Philippines
***Tel:*** 63 2 655 7869
***Fax:*** 63 2 655 7781
**Contact:**
Mr. James A. Dumlao, General Manager

**Sun Cable Systems, Zamboanga, Inc.**
Blanco Building, 51 Valderlrosa Street
Zamboanga City, Zamboanga del Sur, Philippines
***Tel:*** 63 2 62 991 3179
***Fax:*** 63 2 62 991 3087
**Contact:**
Mr. Reuben Juaton, General Manager

**Surigao Cable Television, Inc.**
Room 205 L. Laurente Building
Rizal Street, Surigao City, Philippines
***Tel:*** 63 87116
**Contact:**
Mr. Nonito A. Limchua, President

**Tacloban Cable Telelvision Inc.**
Calbayog, Samar, Philippines
***Tel:*** 63 921 3793
**Contact:**
Mr. Nonito Limchua

**Tacurong Cable Network**
164 Salcedo St., Legaspi Village
Makati Metro Manila, Manila, Philippines
**Contact:**
Atty. Bienvenido A. Cerbe

**Tagkawayan Cable TV System (Gulfside CATV)**
Guinayangan, Quezon, Philippines
**Contact:**
Mr. Bienvenido H. Go, Jr, Manager

**Talavera Cable System**
Quezon Street, Maestrang Kikay
Talavera, Nueva Ecija, Philippines
***Tel:*** 63 44 411 1376
***Fax:*** 63 44 411 1376
**Contact:**
Mr. Pompeyo R. Abergas, Manager

**Tamaraw Vision Network, Inc.**
Salong, Calapan, Oriental Mindoro, Philippines
***Tel:*** 63 722 1604
**Contact:**
Mr. Gerardo L. Concepcion, President

**Tayabas Resources Ventures Corp.**
Rm 204 Centrum II Bldg., 150 Valero St.,
Salcedo Village, Makati Metro Manila, Manila
Philippines
***Tel:*** 63 2 815 8161
**Contact:**
Ms. Dominica Romero

**The Nativity Network Systems**
Dolores, Oras, Eastern Samar, Samar, Philippines
**Contact:**
Mr. Leo Gardena

**Trend Cable Systems Corp**
Poblacion 3, Gerona, Tarlac, Philippines
**Contact:**
Mr. Arthur C. Pascua, President
Mr. Adolfo Gabriel, Vice President
**Number of Subs:** 250
**Monthly Charge:** 275 P
**Premium Channels:** Yes
**Year Established:** 1994

**Trinity Cable TV**
San Juan dela Cruz Clergy House
Madang Mati, Davao Oriental, Philippines
**Contact:**
Bishop Patricio H. Alo D.D., Proprietor
***Tel:*** 63 82 234 2642

**TVL Cable System**
Sanchez Mira, Cagayan, Philippines
***Tel:*** 63 864 7546
**Contact:**
Mr. Tommy V. Lacuanan, Proprietor

**Taabas Resources Ventures Corporation**
Tayabas, Quezon, Philippines
***Tel:*** 63 42 714 324
**Contact:**
Mr. Marcial Riola, Chairman of the Board

**Ultimate Viewing Cable TV, Inc.**
Santos Building, Rizal Street
San Jose, Occidental Mindoro, Philippines
***Tel:*** 63 491 1645
**Contact:**
Mr. Nonito A. Limchua, President

**Ultravision Cable TV**
Happy Homes Subdivision
Tagas, Tabaco Albay 4511, Philippines
***Tel:*** 63 858 2021
**Contact:**
Mr. Danilo M. Tria, Proprietor
Ms. Thelma P. Tria, Manager
Mr. Romeo P. Pineda, Technical Manager
**Number of Subs:** 3348
**Monthly Charge:** 100 P
**Year Established:** 1991

**United Paragon**
G/F Florama Building, 3625 Bautista Cor.
Emilia Street, Palanan, Makati
Metro Manila, Philippines
***Tel:*** 63 2 831 7437
**Contact:**
Mr. Robert Estacio, G.M.

**Valencia Cable TV Network Inc**
2F Plaza Villahermosa Poblacion
Valencia, Bukidnon 8709 Philippines
***Tel:*** 63 844 2209
***Fax:*** 63 844 2331
**Contact:**
Engr. Elpidio Paras
Mr. Eda Villaheralosa
Mr. Antonio Gamboa
**Number of Subs:** 400
**Monthly Charge:** 300 P
**Year Established:** 1992

**Vigan Satellite TV Inc.**
Abaya St., Vigan, Ilocos Sur, Philippines
***Tel:*** 63 77 722 2252
**Contact:**
Atty. Felicidad S. Calip

**Visayan CATV Network, Inc.**
G/F, Benpres Building, Meralco Avenue cor.
Exchange Road, Pasig City, Philippines
***Tel:*** 632 632 9788
***Fax:*** 632 632 9796
**Contact:**
Engr. Fernando C. Morales, President

**Wesfardell Cable Services**
Lapu-Lapu Street, Roxas 5800 Philippines
***Tel:*** 63 36 621 0853
***Fax:*** 63 36 621 2143
**Contact:**
Mr. Antonio V. Selda
Mr. Jose Matiano B. Villarruz
Mr. Rolando V. Delfin
**Monthly Charge:** 260 P
**Year Established:** 1992

**Westcoast Cable TV, Inc.**
Tongson cor. Bernl Street
Sta. Cruz, Zambales, Philippines
***Tel:*** 63 75 523 4445
**Contact:**
Engr. Engelberto Tanedo, Jr, V.P.
Mr. Rafael Peralta JR.

**Y E S Cable**
Santing Gaisano Mactan
Lapu-Lapu City Philippines
***Tel:*** 63 32 88205
***Fax:*** 63 32 240 3029
**Contact:**
Mr. Gerardo Villanueva, G.M.

**Your Entertainment Systems, Inc.**
Orient Building, Mandalagan
Negros Occidental, Bacolod City Philippines
***Tel:*** 63 34 24104
***Fax:*** 63 34 82767
**Contact:**
Mr. Hector Lacson, President

## EQUIPMENT SUPPLIERS/ DISTRIBUTORS

**A & C Engineering Works**
4027 Gen. Malvar Bangkal
Makati, Metro Manila, Philippines
***Tel:*** 63 2 885898
**Contact:**
Mr. Charlie Da'Ga

**A & S Business & Group of Companies**

157 D. Silang St., Batangas City, Philippines
*Tel:* 63 725 2137
**Contact:**
Ms. Rose Aclan, Exec VP

**Adtel Inc.**
2/F Benpres Bldg. Exchange Road
Cor. Meralco Ave. Ortigas Center
Pasig 1600 Philippines
*Tel:* 63 2 631 3124
*Fax:* 63 2 634 3027
**Contact:**
Mr. Reynaldo T. Casas
**Year Established:** 1991

**Alcatel Phils. Inc.**
2303 G & S Building, Pasong Tamo Ext.
Makati City, Metro Manila, Philippines
*Tel:* 63 2 816 7966
*Fax:* 63 2 812 1324
**Contact:**
Mr. Inocencio A. Belardo, S.V.P. & G.M.
**CATV**

**Amity Satellite Systems, Inc**
2300 Leon Guinto Street
Malate Manila Philippines
*Tel:* 63 2 521 7775
*Fax:* 63 2 521 7037
**Contact:**
Mr. Juaning Lamadrid
Mr. Tuan Tiong Chan
**CATV**
**Year Established:** 1992

**Antenna Technologies, Inc**
25 Pontiac Street
Fairview, Quezon City, Philippines
*Tel:* 63 2 90 4558
*Fax:* 63 2 90 4558
**Contact:**
Mr. Roy Ordinario, President
**CATV**

**Arcom**
G/F, EBC Bldg, I Greenhills, Ortigas Ave.,
San Juan, Metro Manilla, Philippines
*Tel:* 632 78 17 83
*Fax:* 632 50 47 49
**Contact:**
Mr. Reuban M. Cortez, G.M.

**Asia Pacific Business & Industrial Syst, Inc**
549 Vergel Street, Pasay City, Philippines
*Tel:* 63 2 844 5601
*Fax:* 63 2 816 7283
**Contact:**
Mr. Dennis V. Cajano, Account Executive

**Asian High-Technology Corporation**
Guevent Building, 49 Libertad St
Mandaluyong, Metro Manila, Philippines
*Tel:* 63 2 531 004
*Fax:* 63 2 635 0406
**Contact:**
Mr. Petronilo Guevara, President
**CATV**

**Atom Industrial Sales & Services, Inc.**
Rm, 732, 7/F., P.S. Bank Bldg., P.O. Box 4470
Ayala Ave., Maati, M.M., Philippines
*Tel:* 63 2 815 1358
*Fax:* 63 2 818 6298
**Contact:**
Mr. Sonny Marayag, Product Manager

**Avesco Marketing Corporation**
Aurora Blvd. cor Yale St.
Cubao Quezon City, Philippines
*Tel:* 63 2 912 8881
*Fax:* 63 2 912 2999
**Contact:**
Mr. Jimmy T. Tang
Mr. Edwin L. Tang
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1948

**Beluga International**
c/o Grandlift International Corp., Rm. 606
Diplomat Condominium, Roxas Blvd., cor.
Russell St., Pasay City, Philippines
*Tel:* 63 2 833 4066
*Fax:* 63 2 833 4066
**Contact:**
Mr. Kang Chun Hsiang, V.P.

**CATV Filvision, Inc.**
PO Box 225, Ayala Alabang Commercial Center
Alabang, Muntinlupa
Metro Manila 1702, Philippines
*Tel:* 63 2 802 2828
*Fax:* 63 2 842 2057
**Contact:**
Mr. Fort Samson, Executive Assistant

**Citi Communication**
12 Level; A,. Shoppesville
Grenhills Shopping Center
San Juan, Metro Manila Philippines
*Tel:* 63 2 721 1172
*Fax:* 63 2 721 1170
**Contact:**
Mr. Keith Lee

**CYO International**
Suite 501-503, Greenhill Mansion
No.37 Annapolis Street, Greenhills,
San Juan, Metro Manila Philippines
*Tel:* 63 2 721 8190
*Fax:* 63 2 721 2386
**Contact:**
Ms. Chiqui Yulichico, President
**TVRO, CATV, MATV, SMATV**
**Year Established:** 1989

**Edimar Trading**
817 Benavides St., Binondo, Manila 1006
Philippines
*Tel:* 63 2 26 12 60
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**CATV**

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**CATV**

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Mr. Yoshio Maruyama, Adviser
**TVRO, CATV**
**Year Established:** 1967

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**CATV**
**Year Established:** 1990

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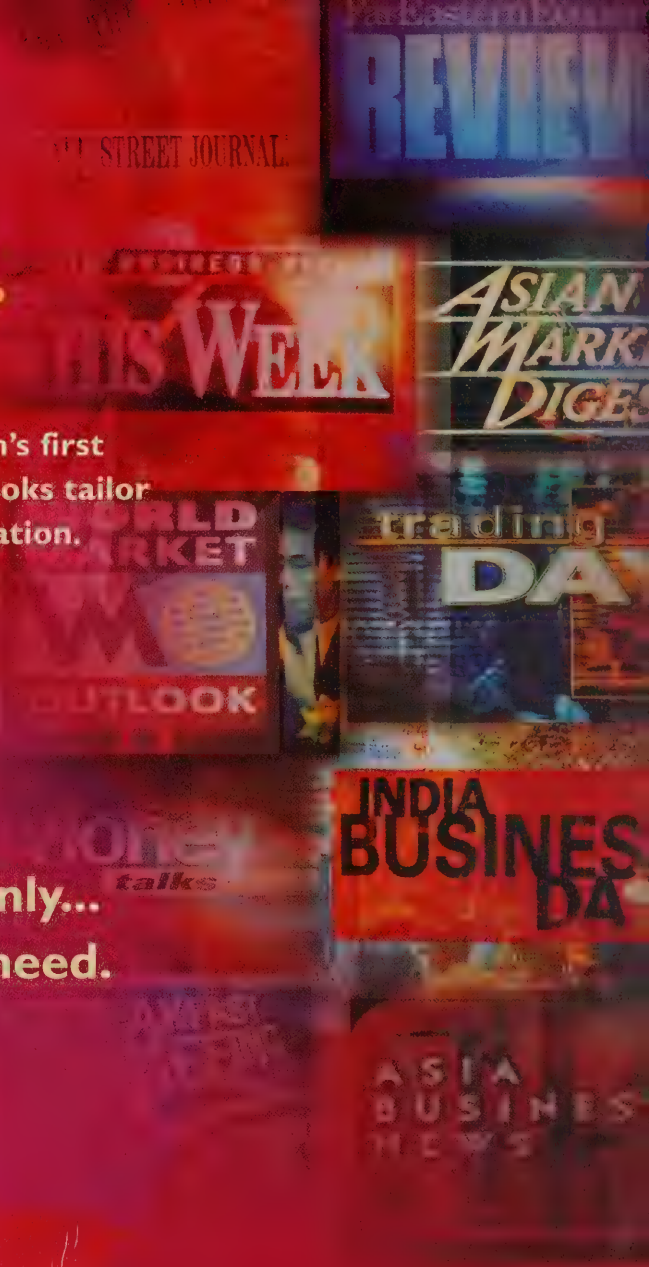

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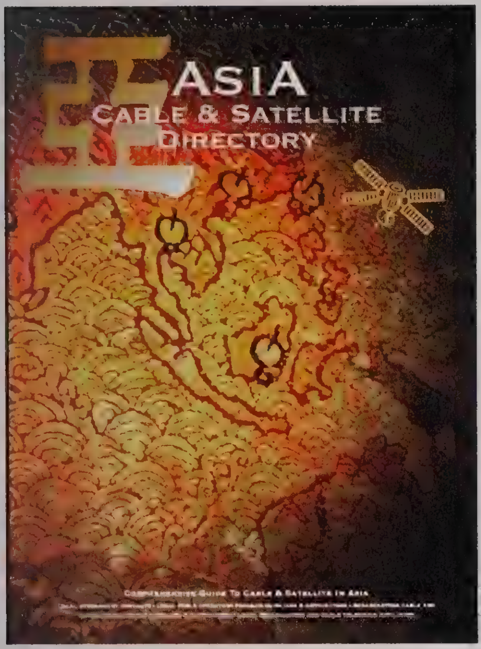

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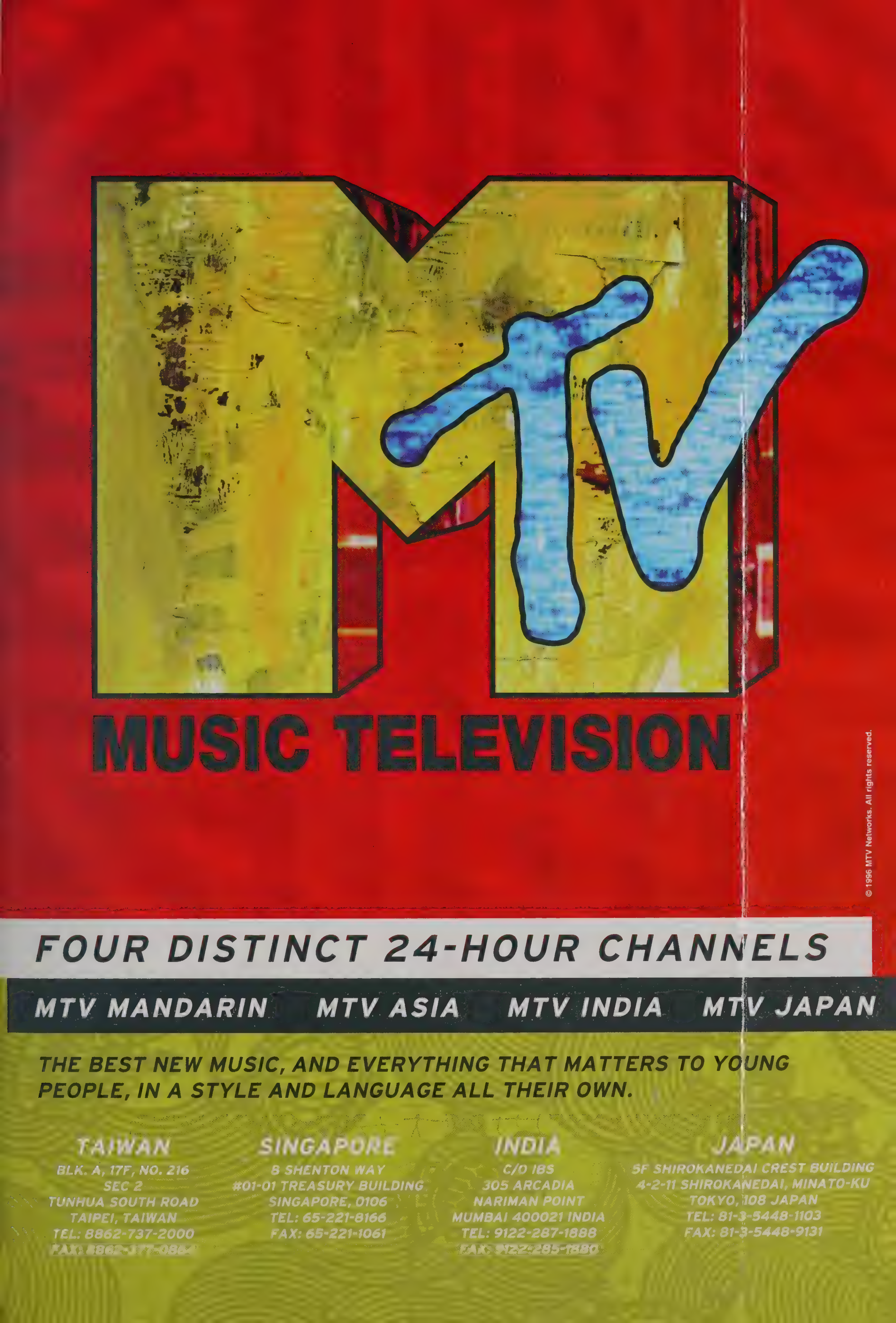

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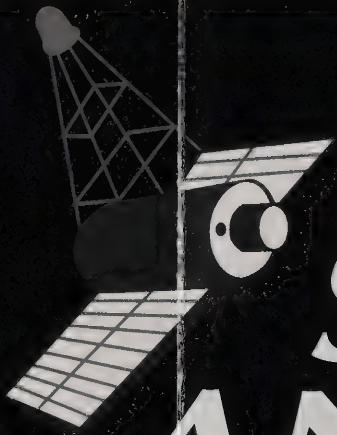

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| COUNTRY | SINGAPORE |
|---|---|
| Official Name | Republic of Singapore |
| Total Area (Sq, Km) | 632.6 |
| Population | 2,890,468 |
| Currency | Singapore Dollar (S$) |
| Exchange Rate 7/96 to USD$ | 1.414 |
| Languages | Chinese (Official), Malay (Official & National), English (Official), Tamil (Official) |
| Ethnic Divisions | 76.4% Chinese, 14.9% Malay, 6.4% Indian, 2.3% others |
| Religion | Buddhist, Muslim, Christian, Hindu, Sikh |
| TV Penetration | 100% |
| VCR Penetration | 85% |
| Per Capita Income USD$ (Est) | 15,800 |
| Cinema Attendance | 15% attend per week |
| Video Viewing Habits | 18.3% watch per week |
| Major TV Broadcasters | Singapore Broadcasting Corp. |

Singapore has been held up as a model of Asia's development in the late twentieth century. A highly motivated, ethnically diverse population overcoming the disadvantage of having no natural resources to become one of the region's strongest economies. The Lion City has one of the wealthiest populations in the Asia Pacific region which has created a class of information hungry consumers with considerable disposable income.

In the media field many have commented adversely on the close involvement of government or quasi-government bodies in the ownership and running of television and radio stations, newspapers and satellite uplinking facilities. But the Singaporeans would argue that in a short space of time this approach has built up a bank of sophisticated media institutions that would rival those of many far larger nations. In addition the island republic has shown its flexibility in coming up with schemes to attract the very latest in technology.

When satellite tv transmissions first started in south-east Asia, Singapore's response was to ban their private ownership. Unlike other Asian nations, this ban was rigorously enforced. The government's most obvious response to the uninhibited flow of information and tv images was the creation of a statutory board to uphold program standards and censorship guidelines. The body responsible for attracting overseas companies to set up in Singapore using tax and other fiscal incentives was paradoxically working hard to get international satellite tv channel providers to settle there. Singapore's aim is to make their country a broadcasting hub for Asia, with television programmers beaming signals from their own self-contained dish farms to tv sets across Asia.

At the same time, officials were quick to grasp the possibilities of using technology to "wire up" Singapore's compact mass and build a state-wide fibre optic system that will eventually incorporate interactive services.The first step in this process, known as the (IT) 2000 plan was Singapore Cable Vision's (SCV) June 1995 launch in an outlying district of the country with a 25-channel fibre optic service connected to 15,000 residents. SCV, which replaced a three-channel cable operation, features a diet of Star TV, ESPN and HBO, as well as international news services and programming aimed at Singapore's Chinese, Malay and Indian sub-continent ethnic communities. Advertising is incorporated in the regional signal feeds, although SCV will be offering a local opt out.

Hongkong Telecom's decision to postpone the launch of its video on demand (VoD) service until mid-1997 to incorporate new developments in technology, has not deterred its Singaporean counterpart from signing a deal with Time Warner for an 18-month trial in 300 homes. At the same time SCV and Singapore's National Computer Board agreed to investigate the delivery of interactive services through domestic television sets.

## TELEVISION

**SINGAPORE CABLEVISION**

|  | News Vision | Variety Vision | Movie Vision |
|---|---|---|---|
| Transmission Time | Mon-Sun (24 hrs) | Sun-Fri (18 hrs) 8am-2am<br>Sat (24hrs) 8am-8am | Mon-Sun (18 hrs) |
| Coverage | National | National | National |
| Language of Programme | English (100%) | Chinese (100%) | English (100%) |

Source: the network, The Ogilvy Company

Before SCV the basic Singaporean diet of television was provided by the Singaporean Broadcasting Corporation. This was privatised and divided into two companies, Television Corporation Singapore (TCS) which runs two channels and Television Twelve that runs the third broadcaster. The terrestrials provide a mix of English, Chinese, Tamil and Malay-language programming. Singaporeans also tune into stations from neighbouring Malaysia, as well as Indonesia, although the latter can only be accessed from certain parts of the country. The projected opening up of UHF frequencies will allow more signals from adjacent Indonesian provinces to be received in Singapore. The most popular channel is the Mandarin-language channel eight, although the percentage of US programming on channel five has allowed it to capture a substantial number of younger viewers.

**Channel Shares SINGAPORE**
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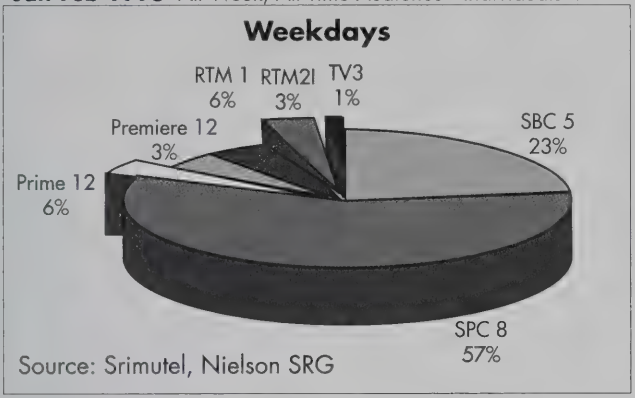
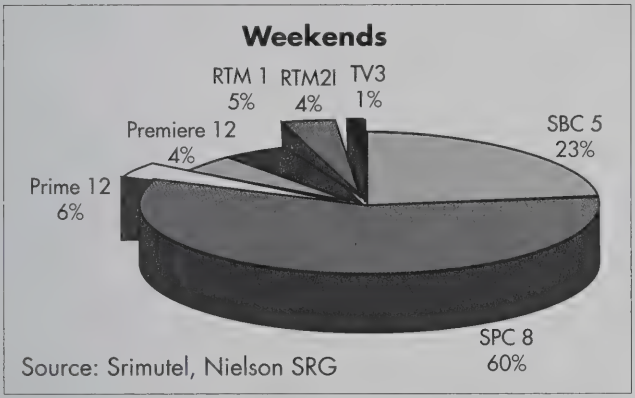


Source: Srimutel, Nielson SRG



Source: Srimutel, Nielson SRG

The newspaper industry remains the most powerful media outlet in Singapore, at least in terms of advertising. Unusually it still retains more than half of the total ad spend and demand for space is always intense. Another government-linked organisation, Singapore Press Holdings controls all but one title in circulation; the solitary hold out is aimed at Tamil-language readers.

Magazine readership collectively falls a little below that of newspapers, with only one title, a giveaway, reaching more than 39 per cent of the population. The advertising share of magazines has fallen in recent years, and it is expected this figure will tumble further as the new wave of television services consolidate their position; general interest magazines are expected to bear the brunt of this drop in advertising and consequently circulation. Outdoor advertising carries strict controls and sky-signs and billboards are banned, along with ones displaying flickering, flashing or running lights. Advertisers rely on posters, transit advertising and other more low-key methods to get their message across.

Cinema attendances are among the highest per capita in the world, a legacy of the time when broadcast television had its contents tightly-controlled. However cinema attendances have stayed relatively constant in the last four years. More than half of cinemas screen English movies. The trend in the 1990s, as it has been throughout Asia is for multiplexes.

**Video & Cinema SINGAPORE**

| | Frequency | % |
|---|---|---|
| *Watch Video* | yesterday | 5 |
| | in past week | 18 |
| | in past 2 weeks | 22 |
| | over 2 weeks ago | 50 |
| *Visit Cinema* | in past week | 11 |
| | in past 2 weeks | 16 |
| | in past month | 23 |

Source: Nielsen SRG Media Index 1995

As Singapore moves towards the next century, its planners are dreaming of a country entirely covered by fibre optic cable carrying television programming, interactive technology and official announcements. While pay tv services elsewhere squabble with their terrestrial counterparts about being carried on cable, Singapore's integrated approach has made such conflicts redundant. Even so, SCV remains conservative about the take-up rate for its service, forecasting a quarter of Singapore homes will be subscribing by the turn of the century.

Hand-in-hand with this internal development Singapore will continue to aggressively market itself as an Asian broadcasting hub, although it faces challenges from other markets including Hong Kong, the Philippines, Taiwan and its neighbour Malaysia. How well the Lion City can continue to act as a single-minded entity in its pursuit of its information technology and broadcasting hub ambitions in the face of competition from larger competitors is likely to determine the path of its future growth.

THE BIG NAMES GET THEIR FIRST RUN ON HBO ASIA.

HBO Asia has exclusive rights to Hollywood's five major studios. So blockbusters like JURASSIC PARK and FORREST GUMP* get their first-ever pay television screening** on HBO Asia. And that's bound to get a response from your subscribers. HBO hits hard. 24 hours a day.

HBO ASIA

* available on HBO Asia in July 1996
** within HBO Asia footprint

# Singapore: Asia Pacific's Broadcast Hub

## [ Message From CEO, Singapore Broadcasting Authority ]

In 1995, total business spendings for the broadcasting and television production sector in Singapore rose by 375% to S$160.3 million. This was mainly the result of an influx of international satellite broadcasters and production companies setting up broadcasting services in Singapore, and new transmission facilities available for uplinking/downlinking of satellite programmes.

As the countries in the Asia Pacific region continue to experience high economic growth rates and liberalise broadcasting-related policies, international broadcasting and production companies will want to gain a foothold in this part of the world.

Singapore, with its strategic geographical location in the Asia Pacific region offers a flexible and pro-business environment for broadcasters. Coupled with easy transmission access, excellent infrastructure and a quality workforce, Singapore is fast becoming an attractive location to base broadcasting operations.

The government is committed to this vision of Singapore as Asia Pacific's broadcast hub. We aim to develop total broadcast capabilities by further streamlining regulations, promoting television programme productions, improving infrastructure, developing a manpower pool and encouraging local companies to regionalise.

Singapore is proud to be a part of the world's most economically dynamic regions, and looks forward to helping existing, and welcoming new, broadcasting services intending to expand or establish their operations in the Asia Pacific region.

**Goh Liang Kwang**
*Chief Executive Officer*
Singapore Broadcasting Authority

**[ *Singapore Broadcasting Authority* ]** The Singapore Broadcasting Authority (SBA) is the government statutory board that oversees the development of the broadcasting industry in Singapore. Its mission is *to develop quality broadcasting services and make Singapore a vibrant broadcasting hub*. It operates with a clear and consistent set of guidelines such that broadcasters can do business with ease.

SBA
SINGAPORE BROADCASTING AUTHORITY

Satellite broadcasters are not required to comply with Singapore's programme and advertising laws when they broadcast to the region. Also, there are no foreign ownership restrictions nor onerous censorship requirements for these satellite broadcasters. There also exists a time-tested legal system which provides necessary protection for intellectual property rights.

SBA pays close attention to the needs of satellite broadcasting services by acting as a *one-stop centre*. It works in partnership with other government agencies to streamline regulations and provide assistance on operational procedures.

## [ HBO Asia ]

HBO Asia is a 24-hour-a-day, commercial-free subscription movie channel. Since its inception four years ago, it has garnered over 1.1 million paying subscribers region wide. The channel is currently seen in 12 countries throughout Asia including Singapore, Taiwan, Thailand, the Philippines, Brunei, Hong Kong, Malaysia, Bangladesh, Indonesia, Papua New Guinea, Macau and hotels and foreign compounds in China.

The channel was first launched to subscribers in Singapore on June 1, 1992. From its state-of-the-art facilities in New Tech Park, Singapore, the channel is programmed, packaged, edited, marketed and transmitted via the Palapa C1 and Apstar 1 satellites to a potential audience of some 420 million people in the region.

HBO Asia is the only movie channel to have licensing agreements on an exclusive basis with Hollywood's five major studios (Paramount Pictures, Warner Brothers, Columbia – TriStar, MCA/Universal and Disney's Touchstone and Hollywood Pictures), making its programming unparalleled in the region.

William Hooks, President and CEO, HBO Asia remarked, "Singapore's well-developed infrastructure and dedication to create a media hub provide programmers like HBO with a very conducive business environment to work in."

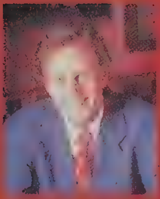
**William G Hooks**
*President & Chief Executive Officer*

## [ Satellite Broadcasters ]

Over the past year, the Singapore broadcasting industry has experienced rapid growth with the influx of international satellite broadcasters such as Asia Business News (ABN), HBO, Channel K, Discovery Asia, ESPN Asia, MTV Asia, Sony Entertainment Television (SET) and Walt Disney Television. These companies have either located their regional headquarters, or consolidated their operations, in Singapore. Their programme genres vary from news and documentaries to sports, music and movies.

Many have embarked on specifically tailoring their services to the needs of different segments of the diverse and increasingly affluent consumer market in the Asia Pacific region. Other than extensive localisation of programmes such as dubbing and subtitling, some have proceeded to make local productions. For instance, at MTV Asia, Western music is accompanied by Asian settings, and 15% of its outdoor shoots and 60% of its studio filming are done in Singapore. Similarly, HBO plans to broadcast more Asian films, while ESPN is the only sports channel in Asia to customise networks by incorporating programming and language specifically for each region.

Local broadcasters facing imminent competition have also rammed up their services and began vying into the region to seize new business opportunities and expand current operations. For instance, Television Corporation of Singapore (TCS) has turned its two terrestrial channels into 24-hour services. TCS has also stepped up its local programming to stay relevant to its audiences. A satellite service, TCS International (TCSI) was also set up. TCSI launched its Mandarin satellite channel, XinShi, in October 1995 which broadcast dramas, documentaries and current affairs programmes to cable and satellite subscribers in the region. With this, TCS hopes to build a regional presence in television broadcasting.



## [ Music Television Asia ]

With a distribution of more than 25 million television households in Asia at only the end of its first year, MTV Networks Asia launched in 1995 with two services and continues to make an impact in the region with a unique combination of signature MTV shows and programmes created specifically for Asian viewers, packaged in typical MTV fashion.

Both English-language MTV Asia and MTV Mandarin, created for the Mandarin speaking market, cater to the needs and tastes of young people all over Asia. The services feature a mix of Asian and international music videos, local and regional productions, music and entertainment news, artist interviews, concert coverage, viewer contests and specials presented by video jockeys from all over Asia. The services are uplinked and broadcast all over the region from MTV's headquarters and production base in Singapore.

"Singapore is a rapidly growing city on the media front, has strong technology infrastructure and is a center for telecommunications in Asia. It is also an easily accessible, relatively central location and a good base for our regional operation," said Peter Jamieson, President, MTV Networks Asia.

**Peter Jamieson**
*President*

***[ UTV International Singapore ]*** UTV International is a rapidly growing leader in the visual communications industry. With offices in Canada, India, Malaysia and Singapore, UTV International is a fusion of different talents in the multiple facets of mass media. Expanding its operations, UTV International is set to take further advantage of the increasing globalisation and advancing technology of mass communications.

**Singapore •** UTV International has made a substantial investment, to establish a three-studio complex, making it the first private TV production house to own in-house shooting stages and production suites in Singapore. We have on staff Creative Directors from Hollywood to support UTV International with creative expertise to meet international programme standards and quality. UTV International is currently producing several television programmes for Singapore and the regional Southeast Asian markets, including children's shows, news-based programmes, primetime drama and sitcoms.

**Malaysia •** UTV International has formed a joint venture with a major conglomerate in Malaysia, Antah Holdings Berhad, to form ANTAH-UTV (Malaysia). As ANTAH-UTV the company will be the first private TV production house with substantial investments in studios and post-production suites, committed to produce high quality local television fare.

The government of Singapore intends to make Singapore a regional broadcasting hub. Television in Singapore is evolving with more channels from Singapore Television Twelve, Television Corporation of Singapore and Singapore CableVision. There is an unprecedented expansion in broadcast capacity and a critical shortage of good local programmes throughout Asia. All these factors, combined with the attractiveness of Singapore as a place to set up an international business prompted us to set up a production facility here.

**Firdaus J Kharas**
Managing
Director

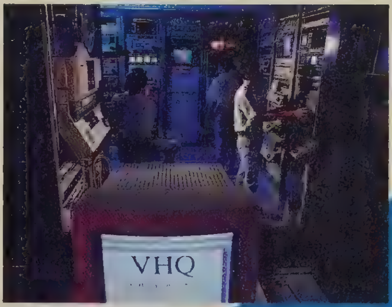
# [ Production & Post-Production Services ]

The proliferation of broadcasters also meant a surge in demand for quality programme productions. This has led to more business for production and post-production companies as more foreign companies establish their operations in Singapore. Amongst them are UTV International (UTV), Video Headquarters (VHQ) and Four Media Company Asia (4MCA).

UTV, with offices in Canada, India and Malaysia, has made a substantial investment in production facilities here in Singapore. The production house is creating a wide variety of television programming in English, Malay and Tamil for the Asian markets. A studio complex is being established in Singapore with production and post-production facilities.

VHQ, a member of the Yellow River Network (YRN) which has operations throughout Southeast Asia, Australia and the Middle East, specialises in production and post-production services for the advertising and broadcast agencies in the region.

4MCA with MTV Asia as its primary client, has a 20,000 sq ft, all-digital production and post-production facility and fibre-optic links to Singapore Telecom for transmission of the MTV ASEAN and MTV Pan-China feeds.



***[ Video Headquarters ]*** Undoubtedly the premier post production facility in the region, Video Headquarters (VHQ) was established in 1987 and has since expanded its operations to the Middle East, Malaysia, Indonesia and the Philippines. As Asia's leading one-stop post-production facility, VHQ features state-of-the-art digital video and audio technology, whether it be telecine, special effects, 2D, 3D or audio. Our resources are comprehensive, and forward planning is an integral part of the company's strategy to offer facilities at the forefront of technology.

Technology is, of course, only half the story. At VHQ, people have been brought together from around the world to offer the best in every facet of post-production. Employing over 300 specialist staff, each location in the VHQ network has developed as a centre of excellence in specific creative disciplines.

It is a member of the Yellow River Network (YRN), which includes 19 broadcast related companies with integrated resources across five continents, which includes film production, broadcast satellite facilities, film equipment rental and film processing. We believe that Singapore's existing communications infrastructure has the potential to become the broadcasting hub for the region. The industry is undergoing monumental changes as we are moving from conventional systems to that of a computer-based post-production environment, and our presence in Singapore is well positioned to take advantage of this.

**Eric J Lomas**
President

## [ Asia Broadcast Centre Pte Ltd ]

The Asia Broadcast Centre is a joint venture between Group W Network Services and the Yellow River Network. Singapore offered the ideal location for the melding of these two partners with its central location, enthusiastic Government support and advanced telecommunications infrastructure.

The facility was designed around our proven success at Group W Network Services in Stamford, Connecticut and includes programme origination, traffic, post-production, transmission, graphics and full studio production. These functions are backed up with translation, subtitling, audio layback and library services.

Technically, the Asia Broadcast Centre is at the leading edge with automation systems controlling both video tape and file server playout. An integrated infrastructure ensures that all critical path equipment can be by-passed and all plant support systems are redundant. No single failure can cause disruption to the primary programme service.

We hold a 'Carrier Class' license from The Telecommunications Authority of Singapore, which allows us to offer an unrestricted range of broadcast transmission services. The site can accommodate 9 x 11 metre antennas with 4 already installed servicing Apstar 1, PanAmSat 2, PanAmSat 4 and Palapa C1. Our 5th antenna will remain agile for occasional use.

With the Discovery Channel and Sony Entertainment Television as our core clients, our future looks to be as positive as that of Singapore itself.

**Art Crowe**
*Managing Director*

## [ Excellent Infrastructure ]

**Transmission Facilities** • There are four satellite transmission centres in Singapore - Asia Broadcast Centre (ABC), SIM Communications (SIMCOM), Singapore Telecom and ST Teleport - providing transmission links to other parts of the world, at very competitive rates.

With excellent facilities, these centres have even made it convenient for broadcasters that are not based in Singapore such as The Music Zone (TMZ), to originate and beam programmes to the consumer markets in the region.

On top of providing superior transmission services, some have also incorporated comprehensive state-of-the-art facilities such as production studios and audio/visual editing suites to meet the needs of their customers. For instance, ABC which is the result of a joint venture between Group W Network Services (GWNS) and YRN, boasts a fully integrated broadcast and distribution service - from production and post-production to playback and satellite transmission.

**Cable Television** • The Singapore broadcasting scene is rapidly moving towards a multi-channel environment with the Singapore CableVision (SCV) installing an island-wide hybrid fibre co-axial (HFC) cable network. This infrastructure which is expected to be completed by 1998, will bring not only greater choice in television programmes for the 750,000 households in Singapore, but also a host of interactive services such as high-speed Internet access, pay-per-view movies, home banking/shopping, educational tutorials and video games.

With the infrastructure in place, Singaporeans will be able to tap into vast reservoirs of electronically stored information, improve business transactions and travel the information superhighway from the comfort of their homes. At present, for households that have already been provided access to the network, they are able to receive over 30 channels of international, regional and local programming such as BBC, CNN, ABN, CTN, Star TV, HBO, ESPN, MTV, TNT Cartoon and Discovery.

## [ SIM Communications Pte Ltd ]

SIMCOM is a member of the Singapore International Media Group which positions itself as the dominant broadcast media owner in Singapore. We became a private company in October 1994 after the corporatisation of the former Singapore Broadcasting Corporation (SBC). Our professional engineering staff were drawn from SBC where over the past decades, have designed, built and operated sophisticated transmission facilities for broadcasters.

Presently, SIMCOM provides terrestrial transmission services for major television and radio companies in Singapore. Our valued clients include Television Corporation of Singapore, Singapore Television Twelve, Radio Corporation of Singapore, Radio Singapore International, British Broadcasting Corporation, SAFRA Radio and CEI Technology.

Further, we are a regional satellite uplinker providing services for Asia Business News and Singapore International Television. We work closely with our sister company, Caldecott Productions International (CPI), to provide a comprehensive range of broadcast services that include uplinking, film/video production and post-production facilities. We also have the expertise to provide consultancy service on broadcast engineering. With our state-of-the-art transmission infrastructure and wide broadcast experience, we in SIMCOM and CPI aim to be your partners in success to seize the abundant opportunities in the Asia Pacific region.

**Lim Eng Hai**
*President & Chief Executive Officer*

## [ Singapore Telecommunications Limited ]

Singapore Telecommunications Limited is a world class service provider of a comprehensive range of excellent and value-for-money telecommunications services and products of the highest level in quality and service. Being a world class company, Singapore Telecom is recognised around the world as a major market player.

**Satellite Television Uplink/Downlink Services** • Singapore Telecom also provides satellite television uplink/downlink services on both full-time and occasional use basis from our three satellite earth stations strategically located in different parts of Singapore. These earth stations have access to INTELSAT satellites in the Indian and Pacific Ocean regions as well as private satellite systems such as PanAmSat, Asiasat, Palapa and more.

Our capabilities include one-stop shop for all telecommunications and broadcast needs fully supported by a 24-hour programme booking centre. As an experienced service provider in this region with a most extensive fibre-optic network, we aim to provide excellent backup and diversities to our customers.

Singapore Telecom

**Facilities Management Service** • Specialised accommodation for computer and communication systems is also available under the facilities management service offered by Singapore Telecom. Direct access to international facilities and guaranteed reliability are provided via our extensive infrastructure. Flexible option on installation, operation and maintenance services, or a complete outsourcing package are available to meet customers' diverse needs.

**BG Lee Hsien Yang**
*President & Chief Executive Officer*

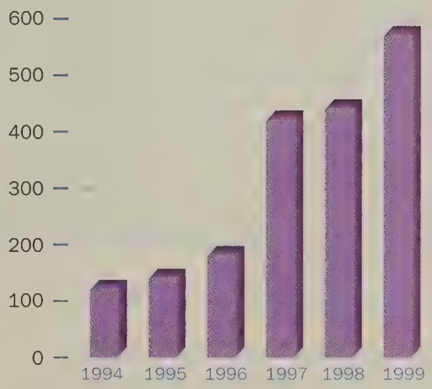
Singapore has an effectively bilingual, well-educated, highly computer-literate and flexible workforce that has helped to support the rapid growth of the broadcasting industry. Training institutions continually strive to meet the demands for adequately skilled workforce by increasing intake rates, and introducing more specialised broadcasting-related curriculums.

Tertiary and higher-education institutions which are dedicated to delivering relevant media and broadcasting-related training programmes include Nanyang Technological University (NTU), Nanyang Polytechnic (NYP), Ngee Ann Polytechnic (NP) and Temasek Polytechnic (TP).

# [ Quality Workforce ]

Each institution's programmes differ and focus on cultivating either general or specific set of skills and knowledge. NYP's *Digital Media Design*, for instance, offers computer-based creative design and animation training, while NP's *Film, Sound & Video* imparts knowledge on cinematography, audio/visual production and post-production.

TP's *Visual Communication* covers topics such as Electronic Media Design, Graphic Design and Photography/Videography/Audio-Visual Design with emphasis on developing creativity, analytical and conceptual thinking, and professional technical capability. Finally, NTU's *Communication Studies* offers training for those keen to become programme and production directors, producers and scriptwriters in the broadcasting industry.



*Number Of Graduates From Broadcasting-Related Courses In Singapore*

## [ ST Teleport Pte Ltd ]

At ST Teleport, our mission is to serve the broadcast industry. Our $25 million state-of-the-art facility has been designed to offer a full range of comprehensive services under one roof.

ST Teleport Pte Ltd
A member of Singapore Technologies

As international broadcasters set up in Singapore's media hub, they have found our flexible, quality and reliable services ideal for their needs. Our clients include HBO, CNBC, Reuters and some of India's most-watched channels. In addition to satellite uplink, downlink and network origination, we also offer studio and post-production services.

Our strategic location and dish farm enable extensive connectivity and we are able to access regional and international satellites like Apstar, PanAmSat, Intelsat and AsiaSat. To fully utilise this connectivity, we take on ad-hoc transmissions for news bureaus and corporations.

Our Media Centre in the heart of Singapore's business district offers broadcast journalists all the tools of the trade to get their stories "on air" ahead of the competition. Business Television via Satellite is another venture of ours, aimed at transmitting corporate messages simultaneously to audiences in various locations overseas.

As a member of Singapore Technologies, a premier group in Singapore, we continually seek new and innovative areas for expansion and are committed to being a major player in Asia Pacific's booming broadcast industry.

**Toh Kim Huat**
*General Manager*

**Singapore Broadcasting Authority**

1 Maritime Square
#09-59 World Trade Centre
Singapore 099253

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*Director, Industry Development*
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**Home Box Office (S) Pte Ltd**

151 Lorong Chuan
#04-05 New Tech Park
Singapore 556741

*Contact:*
Christine Leo-McKerrow
*Director, Marketing & Communications*
Tel (65) 288 6303
Fax (65) 287 2210

**Music Television Asia LDC**

8 Shenton Way
#01-01 Treasury Building
Singapore 068811

*Contact:*
Linda Stiles
*Director, Communications*
*MTV Networks Asia*
Tel (65) 420 7142
Fax (65) 221 0703

**UTV International Pte Ltd**

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*Contact:*
Viswa Sadasivan
*Chief Executive Officer*
Tel (65) 543 1498
Fax (65) 542 4813

**Video Headquarters**

40/41 Duxton Hill
Singapore 089618

*Contact:*
Peter Davies
*Regional Manager*
Chris Fong
*Director, Marketing*
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Fax (65) 733 0070

**Asia Broadcast Centre Pte Ltd**

20 Loyang Crescent
Singapore 508984

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Jim Crowe
*Managing Director*
Rodney Jay
*General Manager*
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Fax (65) 548 0399

**SIM Communications Pte Ltd**

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*Vice President, Business Development*
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Fax (65) 272 3703

**Singapore Telecommunications Limited**

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Singapore 912314

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*Sales and Marketing General Enquiries*
Tel (65) 460 9211
Fax (65) 467 2061
Telex RS 51118 SSTEL

*24-hour TV Programme Booking Centre*
Tel (65) 469 3481
Fax (65) 469 3590

**ST Teleport Pte Ltd**

2B/2C Ayer Rajah Crescent
Singapore 139937

*Contact:*
Toh Kim Huat
*General Manager*
Lee Yoong Kin
*Assistant General Manager*
Tel (65) 776 8366
Fax (65) 773 1553

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## Discovery Channel

Discovery Channel offers award-winning real-life entertainment, with the highest production values in television.

This is viewing that informs, inspires and challenges — with extraordinary cinematography that takes viewers around the world to experience the wonders of science and technology, world cultures, history, nature and human adventure.

Discovery Channel programming knows no boundaries. Its unique scope and vision have the power to engage the minds and capture the interests of audiences around the world.

So it's no wonder Discovery Channel is one of the fastest-growing cable channels in Asia.

If you'd like to know more, please phone Discovery Channel at (65) 548 0588, or fax (65) 548 0598.

Discovery CHANNEL™

EXPLORE YOUR WORLD

## GOVERNMENT

### Board of Censors
140 Hill Street, #04-00 Hill Street Building
Singapore 179369
***Tel:*** 65 338 0000
***Fax:*** 65 339 2264

### Ministry of Communications
460 Alexandra Rd, #39-00 PSA Building
Singapore 119963
***Tel:*** 65 270 7988
***Fax:*** 65 375 7734

SBA
SINGAPORE BROADCASTING AUTHORITY

### Singapore Broadcasting Authroity
1 Maritime Square, #09-59 World Trade Centre
Singapore 099253
***Tel:*** 65 373 0826
***Fax:*** 65 276 2238
**Contact:**
Mr. Mayank Parekh, Dir.
*The Singapore Broadcasting Authority (SBA) is the government statutory board that oversees the development of the broadcasting industry in Singapore. Its mission is to develop quality broadcasting services and make Singapore an Asian broadcasting hub. It operates with a clear and consistent set of guidelines such that broadcasters can do business with ease.*

### Singapore Broadcasting Corporation
Caldecott Hill Andrew Rd., Singapore 1129
***Tel:*** 65 256 0401
***Fax:*** 65 253 8808
**Contact:**
Mr. Moses Lee, G.M.
**Year Established:** 1963

## BROADCASTERS

### Television Corporation of Singapore
Caldecott Broadcast Centre
Andrew Road, Singapore 299939
**Contact:**
Mr. Lee Cheok Yew
***Tel:*** 65 256 0401
***Fax:*** 65 253 8808

### Television Twelve
12 Prince Edward Road
#05-00 Bestway Building, Singapore 079212
***Tel:*** 65 225 8133
***Fax:*** 65 225 3238

## CABLE & SATELLITE OPERATORS

Global Access

### Global Satellite and Video Services (Asia) Pte Ltd.
151 Lorong Chuan, 03-01 New Tech Park,
Singapore 1955
***Tel:*** 65 382 2650
***Fax:*** 65 382 2672
**Contact:**
Mr. Simon Patch, Managing Director, Broadcast Services, Europe and Asia Pacific
Mr. OwYong, Sale Manager, Asia Pacific
Ms. Denise Lekowski, International Services Coordinator
*Global Satellite and Video Services (Asia) Pte. Ltd. is the Asia Pacific headquarters of Global Access Telecommunications Services, Inc., a subsidiary of Vyvx, Inc. With the acquisition of Global Access, Vyvx is the leading international provider of occasional use satellite and fibre video transmission services.*

### Singapore Cable Vision Pte. Ltd.
20 Ayer Rajah Crescent, AOS Building
Singapore 139938
***Tel:*** 65 773 5088
***Fax:*** 65 773 5100

BroadcastAsia98®

### Singapore Exhibition Services Pte Ltd
2 Handy Road #15-09 Cathay Building
Singapore 229233
***Tel:*** 65 338 4747
***Fax:*** 65 339 9507
**Contact:** Ms. Wai Ling Lee, Marketing Services Executive
Ms. Susan Tan, Marketing Services Executive
*BroadcastAsia98, CableSat98 and Professional Audio Technology98 will be held from 2 -5 June 1998. This three-in-one event will showcase the latest technology in the sound, film, video and satellite. It is definitely one of the most important event to make in your diary.*

## SATELLITE BROADCASTERS

### Asia Business News
10 Anson Road, #06-01 International Plaza,
Singapore 0207
***Tel:*** 65 323 0488
***Fax:*** 65 323 0788
**Contact:**
Mr. Paul France, Chief Executive Officer
Mr. Christropher Graves, Managing Editor
Mr. Michael Cooper, Executive Director
**Basic:** Yes
**Asia Address:**
3 Garden Road, #25-05 Citibank Tower
Central Hong Kong
**Satellites & Transponders:**
Palapa C1 (9H 3920 MHZ), PanAmSat-2, PanAmSat-4
**Year Established:** 1993

### Channel KTV
200 Victoria Street
#03-30 Parco Bugis Junction,
Singapore 188021
**Contact:**
Mr. John Sharp
***Tel:*** 65 338 8088
***Fax:*** 65 338 3033

Discovery CHANNEL

### Discovery Channel
3/F, Baskerville House
13 Duddell Street, Central, Hong Kong
***Tel:*** 852 2822 7188
***Fax:*** 852 2810 8456
**Contact:**
Mr. Kevin-John McIntyre, General Manager
Mr. Mark Lay, Director of Distribution
Mr. Ken Freeman, Senior Manager
Mr. Kenneth Chan, Senior Manager
Ms. Susan Ho, Director of Marketing
**Basic:** Yes
**Satellites & Transponders:**
Palapa B2P, Apstar I, PAS II
**Year Established:** 1993
*Discovery Channel is a 24 hour satellite network that provides the finest in real-life entertainment. Launched in January 1994, Discovery Channel Asia is presently available to over 5 million subscribers in close to 30 countries throughout the region.*

### ESPA ASIA (s) Pte
151 Lorong Chuan Ltd. 03-01 New Tech Park,
Singapore 1955
***Tel:*** 65 289 9164
***Fax:*** 65 289 6920

HBO
ASIA

### Home Box Office Pte Ltd
151 Lorong Chuan, #04-05 New Tech Park
Singapore 556741
***Tel:*** 65 288 6303
***Fax:*** 65 287 2210
**Contact:**
Mr. William G. Hooks, Managing Director
Ms. Christine Leo-McKerrow, Director
*HBO subscribers enjoy over 70 different movies every month, 24 hours a day and absolutely commercial-free. It has exclusive licensing agreements with 5 major Hollywood studios, namely Warner Bros, Paramount Pictures, Columbia TriSta MCA/Universal and Disney's Buena Vista International Television. In addition to movies, HBO also offers HBO Original Movies, exclusive comedy series and concerts, documentaries, interview with Hollywood's most interesting stars, children's programming and much much more. HBO Asia provides closed-captioned subtitling in Thai, Bahasa Indonesia, and Chinese and is currently available in 12 countries throughout Asia.*

**MTV - Music Television Asia**
01-01, Treasury Bldg, 8 Shenton Way
Singapore 0106 Singapore
***Tel:*** 65 221 8166
***Fax:*** 65 221 0703
**Asia Address:**
1601-2 Grand Centre, 8 Humphreys Avenue,
Tsimshatsui, Kowloon, Hong Kong
***Tel:*** 852 2312 0555
***Fax:*** 852 2312 0066
**Contact:**
Mr. Marc Conelly, Managing Director
Mr. Richard Cunningham, Director
Mr. Mohamed Ikbal, Network Dev.
Mr. Sudhanshu Sarronwala, V.P.

*MTV Asia is a 24-hour English-language music-based network and MTV Mandarin is a 24-hour Mandarin-language music-based network targeted to Asian and Chinese viewers aged 16-34. Both services and their programming blocks are delivered via satellite to cable. MMDS, SMATV, UHF broadcast and direct-to-home television households in over 50 countries including Indonesia, Thailand, Philippines, India, Korea, Taiwan, China, Singapore and Hong Kong. MTV Asia and MTV Mandarin are advertiser-supported. MTV Asia is delivered via satellite on PanAmSat 4 and Palapa C1 and MTV Mandarin is encrypted and delivered via satellite on Apstar-1 and PanAMSat 2.*

**TCS International**
Caldecott Broadcast Centre
Andrew Road, Singapore 299939
***Tel:*** 65 350 3266
***Fax:*** 65 253 3780

**Walt Disney Television (Singapore)**
4 Loyang Lane #01-01/02, Singapore 508914
***Tel:*** 65 548 9304
***Fax:*** 65 542 2330

## CABLE OPERATORS

**N.D.F. (S) Pte. Ltd.**
435 Orchard Road, #17-05/06 Wisma Atria
Singapore 238877
***Tel:*** 65 735 5939
***Fax:*** 65 735 5931

**Singapore Cable Vision Pte Limited**
150 #Beach Rd., 30-00, Gateway West
Singapore 0718
***Tel:*** 65 299 5088
***Fax:*** 65 299 6313
**Contact:**
Mr. Chang Long Kiat, G.M.

## EQUIPMENT

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41 Kallang Pudding Road
#06-04 Golden Wheel Building
Singapore 349316
***Tel:*** 65 741 5328
***Fax:*** 65 741 5329

**Asia Matsushita Electric (S) Pte Ltd.**
300 Beach Road, #16-01 The Concourse
Singapore 19955
***Tel:*** 65 299 8400
***Fax:*** 65 390 3696

**Asia Tech Distribution Pte. Ltd.**
629 Aljunied Road, #07-08 Cititech Building
Singapore 389838
***Tel:*** 65 749 4922
***Fax:*** 65 749 4911

**AVID Technology (SE Asia) Pty Ltd.**
14 Genting Road, #05-00 The Blue Building
Singapore 349475
***Tel:*** 65 749 6288
***Fax:*** 65 749 6289

**BTS Broadcast Television Systems**
396 Alexandra Road, #11-02 BP Tower
Singapore 119954
***Tel:*** 65 275 4868
***Fax:*** 65 275 4836

**Digital Equipment Singapore Pte. Ltd.**
152 Beach Road, #36-00 Gateway East
Singapore 189721
***Tel:*** 65 291 9188
***Fax:*** 65 298 6493

**Echosphere Corporation**
16A Science Park Drive, #04-03 The Pascal,
Singapore 0511
***Tel:*** 65 779 4166
***Fax:*** 65 779 6051
**Contact:**
Mr. Bert Klein, Sales Manager Asia

**Electro Systems Industries Pte. Ltd.**
101 Lorong 23 Geylang, #06-04 Prosper House
Singapore 388399
***Tel:*** 65 742 5660
***Fax:*** 65 742 8050

**Exactel Communications Pte Ltd**
315 Outram Ruao #15-05, Singapore 169074
***Tel:*** 65 227 7335
***Fax:*** 65 227 7335
**Contact:**
Mr. P.L. Leow
**TVRO, SMATV**
**Year Established:** 1990

**Globe Precision Products Pte. Ltd.**
514 Chai Chee Lane #06-16
Bedok Industrial Estate, Singapore 469029
***Tel:*** 65 449 7700
***Fax:*** 65 445 3339

**High End Communications Pte. Ltd.**
12 New Industrial Road
#06-06 Thoren Technocentre, Singapore 536202
***Tel:*** 65 280 8891
***Fax:*** 65 280 4307

**Lockheed Martin Int'l Ltd**
501 Orchard Rd, #21-00 Lane Crawford Place
Singapore 238880
***Tel:*** 65 738 7533
***Fax:*** 65 738 8861
**Contact:**
Mr. Paul J Johnson, President

**Motorola Electronics Pte. Ltd. Multimedia Group**
MIC Level 7, 12 Ang Mo Kio Street 64
Ang Mo Kio Industrial Park 3
Singapore 569088
***Tel:*** 65 481 8366
***Fax:*** 65 483 3872
***email:*** FSGA1788@email.mot.com
**Contact:**
Mr. Chew Guan Sing, Director of Sales
**Telephony, Data**
**Year Established:** 1928

**Odetics Asia Pacific Pte. Ltd.**
14 Upper Cross Street, Singapore 058330
***Tel:*** 65 324 0636
***Fax:*** 65 324 0624

**Orient Technology (S) Pte Ltd**
32 Kallang Pudding Road, #06-05,
Elite Industrial Building, Singapore 349313
***Tel:*** 65 355 3388
***Fax:*** 65 841 2633
**Contact:**
Mr. Yeow Seng Yo, Managing Director
**TVRO, CATV**
**Year Established:** 1992

**Pan Asian System Ltd.**
#02-01A Funan Centre, 109 North Bridge Rd.
Singapore 179097
***Tel:*** 65 338 8567
***Fax:*** 65 338 8689

**Philips**
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***Fax:*** 65 251 0261

**Pico Communications**
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***Fax:*** 65 290 5989

**RE Morris International Pl**
480 River Valley Road, Singapore 248366
***Tel:*** 65 235 3008
***Fax:*** 65 732 1402
**Contact:**
Mr. K.S. Wang
Mr. Ahmad Dawan
Mr. Milton Tan
**TVRO, MATV, SMATV, CATV, MMDS**
**Year Established:** 1980

**RITKAM Trading & Manuf Pte Ltd.**
#08-15, Peninsula Plaza
111 North Bridge Rd, Singapore 0617
***Tel:*** 65 336 9753

***Fax:*** 65 336 9653
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Mr. H. Kalwani, Managing Director

**Skycom Satellite Systems Pte Ltd**
10 Jln Desar, Sim Lim Tower #10-05,
Singapore 208787
***Tel:*** 65 299 8776
***Fax:*** 65 299 4480
**Contact:**
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**TVRO, CATV, MATV, MMDS, SMATV**
**Year Established:** 1992

**Sony Singapore Pte Ltd.**
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#03-03 Haw Par Technocentre
Singapore 149598
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***Fax:*** 65 470 1216

**SSE Telecom**
21-08 Orchard Tower,
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***Fax:*** 65 738 8756
**Contact:**
Mr. David Harishorn, Director
**Satellite:** Yes
**Telephony**
**Year Establsihed:** 1987

**Symbolic Technologies Pte. Ltd.**
5 Pereira Road #06-01/02
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**Techtel (SE Asia) Pte Ltd.**
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***Tel:*** 65 538 1936
***Fax:*** 65 538 2098

**Tektronix Singapore Pte Ltd.**
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Singapore 307591
***Tel:*** 65 356 3900
***Fax:*** 65 356 4483

**Telex Communications (SEA) Pte Ltd**
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***Tel:*** 65 746 8760
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**Thompson Broadcast Systems Asia**
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139 Holland Road, Singapore 1027
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Ms. Stefanie Goh, Account Exe.
Mr. Suki Muragaiyan, Admin.
**Year Established:** 1995

## PRODUCTION

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***Fax:*** 65 542 4813
**Contact:**
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**Video Headquarters**
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***Fax:*** 65 733 0070
**Contact:**
Mr Chris Fong, Marketing Dir.

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**Contact:**
Mr. Doug Peiffer

**Survey Reserach Singapore**
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Singapore 308900
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Ms. Hoe Chin Fee

## UPLINK & TRANSMISSION SERVICES

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Mr. Rodney Jay, G.M.

**Global Satellite & Video Services (Asia) Pte. Ltd.**
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#03-01 New Tech Park
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**SIM Communications Pte Ltd**
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**Singapore Telecommunications Limited**
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**ST Teleport Pte Ltd**
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***Fax:*** 65 773 1553
**Contact:**
Mr. Toh Kim Huat, G.M.

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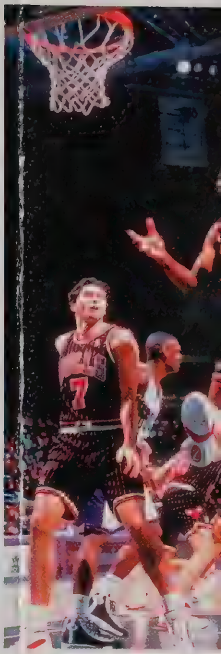

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Fax: 541-788-0525

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Tel: 61-2-413-1066
Fax: 61-2-413-1266

**Brazil**
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Fax: 55-21-493-6069

**Canada**
Tel: 905-564-6863
Fax: 905-564-8627

**Chile**
Tel: 562-251-2516
Fax: 562-232-7889

**England**
Tel: 441-734-755555
Fax: 441-734-753933

**Hong Kong**
Tel: 852-2587-1163
Fax: 852-2587-1093

**India**
Tel: 91-11-464-3284
Fax: 91-11-464-7876

**Mexico**
Tel: 525-525-1584
Fax: 525-525-1597

**Singapore**
Tel: 65-322-8552
Fax: 65-225-9060

**Taiwan**
Tel: 886-2-377-1705
Fax: 886-2-377-1705

**USA**
Tel: 215-674-4800
Fax: 215-956-6497

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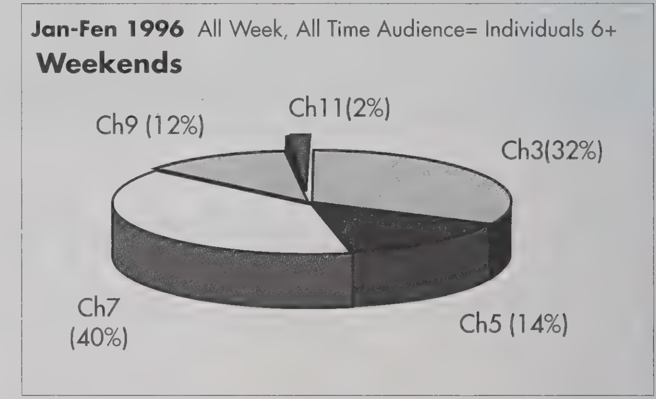
The people of the Kingdom of Thailand are justly proud of the fact their country is one of the few in Asia never to have succumbed to foreign conquerors. This fact suggests that Thailand's attitude to foreign media might be less than welcoming. Yet the opposite is true; the nation is one of the most liberal in the region in terms of carrying foreign-originated programming on its terrestrial, cable, microwave and satellite tv services, not to mention the Thai's appetite for foreign music on the radio and western releases in the cinemas.

The welcome afforded to overseas interests, as well as Thailand's burgeoning economic development makes the country of nearly 50 million people one of the more attractive areas for media growth in Asia.

| COUNTRY | THAILAND |
|---|---|
| Official Name | Kingdom of Thailand |
| Total Area (Sq, Km) | 514,000 |
| Population | 60,271,300 |
| Capital | Bangkok |
| Currency | Baht (B) |
| Exchange Rate 7/96 to USD$ | 25.415 |
| Languages | Thai, English, Various regional dialects |
| Ethnic Divisions | 75% Thai, 14% Chinese, 11% Others |
| Religion | 95% Buddhism, 3.8% Muslim, 5% Christian |
| TV Penetration | 89% (national) 97% (Bangkok) |
| VCR Penetration | 17% (national), 59% (Bangkok) |
| Per Capita Income USD$ (Est) | 1,900 |
| Cinema Attendance | 7% attend per week (Bangkok) |
| Video Viewing Habits | 10% viewed once a week (Bangkok) |
| Major TV Broadcasters | BBTV, Govt. Public Relations (Ch. 11), Mass Communications Organization of Thailand (Ch. 9), Royal Thai Army TV (Ch. 5), The Bangkok Ent. Company (Ch. 3), Television of Thailand (Region 1-6) |

**Channel Shares THAILAND**
(Gtr. Bangkok + C Thailand)

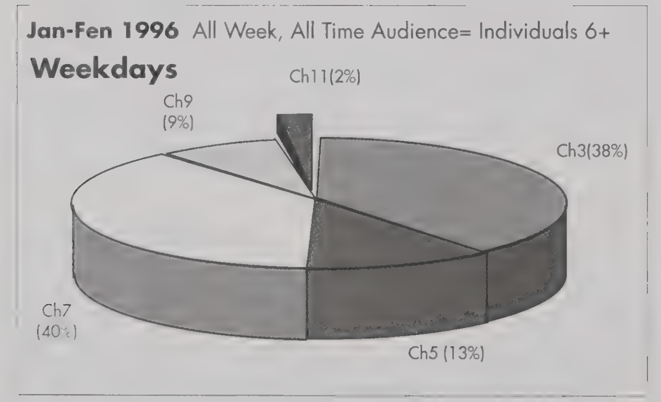


Source: Srimutel, Nielson SRG

Television is the most powerful single medium in Thailand with more than nine households in 10 possessing a tv set , with that total rising to 97 per cent in the capital Bangkok where eight million people live. There are currently five terrestrial stations and the government is currently licensing a sixth channel that will be less commercially-orientated than existing services and will be carried on UHF. There are also six stations serving different localities around Thailand, although viewers nationally prefer to tune into the channels from the capital.

Bangkok Broadcasting and Television (BBTV)'s Channel 7 takes a massive 60 per cent of the audience, with the Bangkok Entertainment Company picking up another 20 per cent on Channel 3 , leaving the other stations to compete for the rest of the terrestrial audience. An indication of the popularity of foreign programming is the fact 27 per cent of BBTV's schedule is non-Thai, with Bangkok Entertainment Company having 45 per cent of its schedule given over to imports.

**Channel Shares THAILAND**
(Gtr. Bangkok + C Thailand)



Source: Srimutel, Nielson SRG

Multichannel Multipoint Distribution Systems (MMDS) have been in operation since 1985 and have spread nationally from their initial target area of Bangkok. International Broadcasting Corporation (IBC) began pay tv operations in 1989 and was joined by Thai Sky TV two years later. IBC relays its signal via the Thaicom satellite to MMDS receptors in other parts of the country. The government is anxious to reclaim the MMDS frequencies by the turn of the century pay tv operators are offering incentives to subscribers to switch to either cable transmissions, or far more commonly, to satellite dishes. Cable homes are expected to grow tenfold in the decade from 1995, a figure exceeded marginally by the growth in the number of satellite dish households. By 2005, around half of all Thai households are expected to be wired either to cable or satellite.

**PAY TV AUDIENCE PROFILE**

**Bangkok ('000)**

| | **Any Pay TV** | **IBC** | **Thai Sky** |
|---|---|---|---|
| **TOTAL** | 375 | 360 | 55 |
| **Sex** | | | |
| Male | 178 | 169 | 30 |
| Female | 196 | 191 | 24 |
| **Age** | | | |
| 12-14 | 25 | 25 | 3 |
| 15-24 | 95 | 94 | 13 |
| 25-39 | 133 | 123 | 28 |
| 40+ | 122 | 119 | 10 |
| **SES** | | | |
| Lower | 67 | 61 | 11 |
| Middle | 116 | 113 | 12 |
| Upper | 191 | 186 | 32 |

*Note: No Information on Cable TV available*

*Source: Deemar Media Index, 1994*

**Pay TV Service Fee** (Baht)

| | **BC** | **Thai Sky** |
|---|---|---|
| Installation | 2,586 | 2,500 |
| Down Payment | 300 | - |
| Monthly Service | 800 | 500 |
| Yearly Service | 8,640 | 5,400 |

*Note: No information on cable TV available*

*Source: IBC and Thai Sky TV*

There are no limits to the amount of foreign programming allowed on Thai pay tv channels; IBC and Thai Sky carry around 85 per cent overseas programming dubbed into Thai, although a small percentage is subtitled. There are signs that the dependence on outsiders for programming could have peaked. IBC in particular is producing locally-made talk shows and entertainment programs to broaden its appeal. The people of Thailand, like others in Asia, have shown that in a maturing market they prefer to see people of the same ethnic origin on their screens.

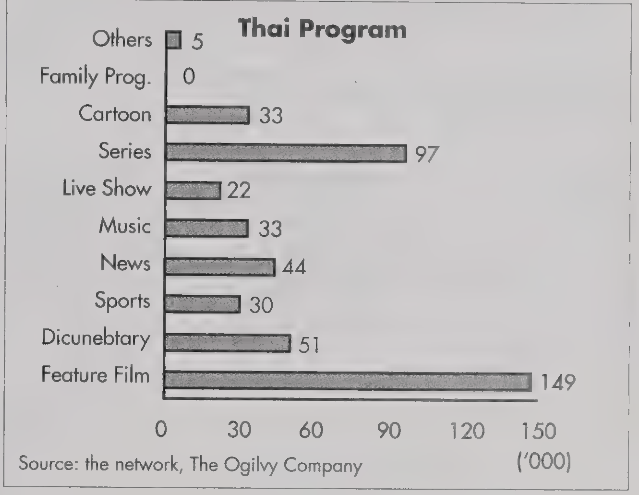
Cable and satellite television growth is to be made on the back of the Thaicom series of satellites, owned by the giant Shinawatra Group, which also owns IBC. While the satellites were first used to feed the MMDS relays, they are now used to carry signals to Ku band dishes in direct to home signal transmission households throughout the country. An eight channel channel cable service was started in Bangkok by the Universal Cable Television Network (UTV) in 1995.

**CHANNELS**

| **Pay TV** | **IBC** | **Thai Sky** |
|---|---|---|
| **Bo. of Channels** | 8 | 9 |
| **Name of Channels** | News (CNN)<br>Entertainment<br>Thai Variety<br>Sports (ESPN)<br>HBO<br>Variety/Education<br>Cartoon<br>Discovery | News (BBC)<br>Music (Smile TV)<br>Entertainment<br>Drama<br>Sports<br>Education<br>Documentary<br>STAR PLUS (Movies)<br>STAR PLUS (Prime Sports) |

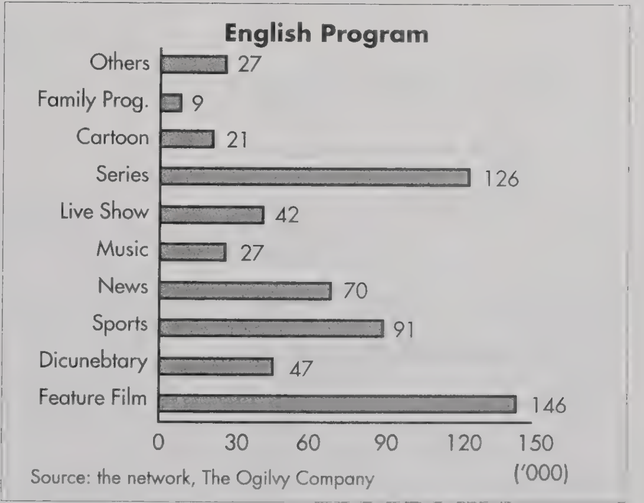
Source: IBC and Thai Sky TV

**Type of Pay TV Programs Normally Watched**



Source: the network, The Ogilvy Company

**Type of Pay TV Programs Normally Watched**



Source: the network, The Ogilvy Company

Viewers in the rest of the country are to be offered a cable service via fibre optic built by Thai Telephone and Telecommunication. This is a joint venture between the government's Mass Communications Organisation of Thailand (MCOT) and Telecom Asia.

Thai media tycoon Sondhi Limthongkul has announced a $480 million plan to launch two direct to home satellites to serve Thailand and Asia. Laostar 1 and 2 will each carry a payload of 32 Ku-band transponders aimed at three separate sections of Asia. Limthongkul, the ambitious publisher of the newly-formed regional newspaper The Asia Times is working closely with the government of Laos which borders Thailand.

The growth of alternative channels has helped tv retain more than 50 per cent of the advertising pie, although pay tv channels are not allowed to accept commercials, only program sponsorship when the company's logo is carried with the show's title at the beginning and end. Demand for tv advertising time has been so strong that spots for primetime news and drama series can require bookings be made up to a year in advance. Rules on advertising are fairly liberal, although alcohol, other than beer, and tobacco products can not be advertised until after 10pm and the use of the images of the Royal Family and religion in commercials, or any form of advertising is prohibited.

Cinema attendances slumped in the 1980s in the face of competition from tv and videos, but the introduction of multiplexes has reversed this trend. The upswing has been most marked in Bangkok, but generally cinema attendance is low, with less than ten per cent of urban and a mere two per cent of rural inhabitants attending weekly. Radio reaches about 35 per cent of the population, mainly young adults. Nearly 500 AM and FM stations are operating with the medium generating about 12 per cent of the total Thai advertising spend. Outdoor advertising is rapidly increasing in scope through train, river boat bus terminal and tuk tuk ads although the medium tends to be limited to the Bangkok area.

Rather more healthy is the condition of Thailand's newspaper industry with 80 daily titles, including four non-Thai language publications, taking a third of the advertising spend and reaching a third of the population. Two Thai titles take a combined 40 per cent of the readership, although audited circulation figures are usually on available only from Thai and English business newspapers.

With democratic stability returned to Thailand after a period of bloody civil unrest in 1992, the mood of business has been upbeat, and the Kingdom is expanding economically. With a per capita income that remans smaller for the time being than that of its neighbours but is growing, Thailand is set to be a leading centre of media activity in the new coming century.

**Video & Cinema THAILAND**

| | **Frequency** | % |
|---|---|---|
| *Watch Video* | in past week | 9 |
| *Visit Cinema* | sometimes | 23 |
| | in past week | 3 |

Source: Nielsen SRG Media Index 1995

## GOVERNMENT

**National Broadcasting Division**
236 Viphavadi Rangsit Road
Bankhen, Bangkok, Thailand
***Tel:*** 66 2 277 4540

## ASSOCIATIONS

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Khet Sathorn, Bangkok, 10120 Thailand
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***Fax:*** 66 2 210 0299
**Contact:**
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## BROADCASTERS

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Bangkhen, Bangkok, 10900, Thailand
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***Fax:*** 66 2 270 1976
**Contact:**
Mr. Chatchur Karnasuta

**Channel [V] Thailand BNT**
192 Sukhumvit 49/12, Bangkok 10110 Thailand
***Tel:*** 66 2 712 8181
***Fax:*** 66 2 381 2870
**Contact:**
Mr. Ed Sharples, G.M.
**Premium Channel:** Yes
**Cable Station:** Yes

**Deemar Company**
26/F United Center, 323 Silom Rd.,
Bangkok 10500, Thailand
***Tel:*** 66 2 231 1931
***Fax:*** 66 2 236 7747
**Contact:**
Mr Chris Andrews

**GPR Channel 11**
Thanon Petchburi Tadmai
Bangkok, 10310 Thailand
***Tel:*** 66 2 318 3114
***Fax:*** 66 2 318 2991
**Contact:**
Mr. Vichit Uutimpol

**Mass Communication Organization of Thailand**
63/1 Rama 9 Road, Huay Kwang
Bangkok 10300, Thailand
**Contact:**
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***Tel:*** 66 2 245 0700
***Fax:*** 662 245 7090

**Royal Thai Army Television**
Pahonyothin Road, Samaunpow
Bangkok 10400, Thailand
**Contact:**
General Aruya Ukoskit
***Tel:*** 66 2 271 0060
***Fax:*** 66 2 270 1510

**Royal Thai Army Television-Channel 5**
Thanon Paholyothin Sanam
Pao Bangkok 10400 Thailand
***Tel:*** 66 2 278 0458
***Fax:*** 55 2 279 0430
**Year Estabished:** 1959

**Television of Thailand**
90-91 New Petchburi Road
Huay Kwang, Bangkok 10310, Thailand
**Contact:**
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***Tel:*** 66 2 318 2110
***Fax:*** 66 2 318 2291

**Television Channel 5**
Thanon Paholyothin, Sanam Pao
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***Fax:*** 66 2 279 0430
**Contact:**
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Government Public Relations
Centre Lower Northeastern
Region Thanon Nikorn
Samran Kon Kaen 40000 Thailand
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**Television of Thailand(Region 2)**
Government Public Relations
Centre Lower Northeastern
Region Thanon Jaengsnit
Bahn Nohng Khoo, Ubon
Ratchathani 3400 Thailand
***Tel:*** 66 45 255 664

**Television of Thailand(Region 3)**
Government Public Relations
Centre Upper Northern
Region Thanon Paholyothin
Lampang 52000 Thailand
***Tel:*** 66 54 217 083
***Fax:*** 66 54 244 181

**Television of Thailand(Region 4)**
Government Public Relations
Centre Lower Northern
Region Muang District
Phitsanulok 65000 Thailand
***Tel:*** 66 55 241 990

**Television of Thailand(Region 5)**
Government Public Relations
Centre Upper Southern
Region 145 Thanon Donnok,
Amphoe Muang Surat Thani 84000 Thailand
***Tel:*** 66 77 272 038

**Television of Thailand(Region 5)**
Government Public Relations
Centre Upper Southern
Region Amphoe Muang
Nkahon Si Thammarat 80000 Thailand
***Tel:*** 66 75 356 358

**Television of Thailand(Region 6)**
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***Tel:*** 66 74 231 840

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Phuket 83000 Thailand
***Tel:*** 66 76 211 555

**Thai Cable TV Group Co., Ltd.**
224/2 3 Langluang Rd.
Bangkok, 10100 Thailand
***Tel:*** 66 2 280 2660
***Fax:*** 66 2 281 6652
**Contact:**
Mr. Surachai Sinthavarayan

**Thai Sky TV**
2555 S.P.Building, 2/F, Ramkhamhaeng Road,
Huamark, Bangkapi, Bangkok 10240 Thailand
***Tel:*** 66 2 318 1010
***Fax:*** 66 2 718 5225
**Contact:**
Mr. Pramut Sutabutr, Chairman & C.E.O.
**MMDS:** Yes
**Number of Subs:** 100,000
**Monthly Charge:** 800 Thb

**Thai TV Color Channel 3**
1126/1 New Oetchburi
Bangkok, 10400 Thailand
***Tel:*** 66 2 253 9970
***Fax:*** 66 2 253 9978
**Contact:**
Mr. Vichai Maleenont

**The Bangkok Entertainment Company**
1126/1 Banit Building, New Petchburi Road
Bangkok 10400, Thailand
**Contact:**
Mr. Prasarn Maleenont
***Tel:*** 66 2 253 9970
***Fax:*** 66 2 253 9978

## CABLE OPERATORS

**Inter Cable & Satellite Co Ltd**
11 Mu 9 Prapathon Muang
Nakhonpathom 73000, Thailand
***Tel:*** 66 34 257606
***Fax:*** 66 34 259541
**Contact:**
Mr. Somorn Trisuthikasem, Managing Director

**International Broadcasting Corporation Ltd.**
IBC Cable TV, 1376/1 Nakornchaisri Road,
Dusit, Bangkok, 10300 Thailand
***Tel:*** 66 2 243 5300
***Fax:*** 66 2 243 5987

**Contact:**
Mr. Dumrong Kasemset, Ph. D., G.M.

**P. Southern Product Co Ltd.**
32/1 2 Thungka Road
Muang X, Phuket, 83000 Thailand
***Tel:*** 66 255 727
***Fax:*** 66 210 502
**Contact:**
Mr. Thanawat Suracheskomsan

**Satellite Service Company Limited**
41/103 Rattanathibet Road,
Nonthaburi, 11000, Thailand
***Tel:*** 66 2 591 0736
***Fax:*** 66 2 591 0706
**Contact:**
Mr. Chatree Chatreekul, Manager Operations

**Siam Broadcasting & Communications Co. Ltd.**
2555 2/F SP Building
Ramkhamhaeng Road, Huamark
Bangkapi, Bangkok 10240, Thailand
***Tel:*** 66 2 718 6000
***Fax:*** 66 2 718 5800

**Suchat Telecom Co Ltd**
Duang Chan Rd.
Hatyai, Songkhla, 90110 Thailand
***Tel:*** 66 74 246564
***Fax:*** 66 74 350429
**Contact:**
Mr. Suchat Chaivanich, Manager

**Thai Sky**
12 Floor Monterey Tower
2170 New Petchburi Road, Huay Kwang
Bangkok 10310, Thailand
***Tel:*** 66 2 319 4973
***Fax:*** 66 2 718 5225
**Contact:**
Mr. Nikorn Pornsatid, President

**Thai Sky Cable TV Public Co. Ltd**
88 Boromrajchnnee Rd, Taling-Chann
Bangkok 10170 Thailand
***Tel:*** 66 2 433 8005
***Fax:*** 66 2 435 0909
**Contact:**
Mr. Vichai Tantrativud, Executive Vice Chairman
Mr. PramutenSutabutr, Chairman & M.D.
Mr. Sayann Lekuthain, Vice Chairman
**MMDS**
**Number of Subs:** 100,000
**Monthly Charge:** US$32
**Year Established:** 1992

**Thai Sky TV**
2555 S.P Building, 2/F, Ramkhamhaeng Rd.,
Huamark, Bangkapi, Bangkok 10240, Thailand
***Tel:*** 66 2 318 1010
***Fax:*** 66 2 718 5225
Contact:
Mr. Pramut Satabutr, Chairman & C.E.O.

**Universal Cable TV Network**
19th Floor 18 Telecom Tower
Ratchadapisek Road, Huay Kwang, Bangkok,
10310 Thailand
***Tel:*** 66 2 643 0600
***Fax:*** 66 2 643 0606
**Contact:**
Mr. Valobh Vimolvanich, Director

**Universal Cable TV Network Pcl**
Telecom Tower, 18 Ratchadaphisek Road
Hyay Kwangn, Bangkok 10310 Thailand
***Tel:*** 66 2 643 0777
***Fax:*** 66 2 643 0606
**Contact:**
Mr. Soopakij Chearavanont, C.E.O.
Mr. Sompan Charumiumda, President
Mr. BernardnSumayao, V.P., Programming
**Number of Subs:** 20,000
**Monthly Charge:** US$32 basic
**Premium Channels:** Yes
**CATV**
**Year Established:** 1995

## PROGRAM SUPPLIERS/ DISTRIBUTORS

**The Bangkok Entertainment Co Ltd**
Vanit Building, 1126/1 New Petchburi Road
Bangkok 10400 Thailand
***Tel:*** 66 2 253 9940
***Fax:*** 66 2 253 9978
**Contact:**
Mr .Manoonsiri Kattijaari, Consultant

## EQUIPMENT SUPPLIERS

**Alan-Thai Trading Co. Ltd**
273/4, Petchkasem 82, Pasicharoen
Bangkok 10160 Thailand
***Tel:*** 66 2 804 3357
***Fax:*** 66 2 413 1550
**Contact:**
Mr. Suvit Damrongpromyos
Ms. Duangwilai Sanguansapsiri
Mr. Winai Auworapipat
**TVRO, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1990

**Comstar Co Ltd**
21/6 Blk B Royal City Avenue, Rama IX Road,
Huay Kwang, Bangkok 10310, Thailand
***Tel:*** 66 2 203 0431
***Fax:*** 66 2 203 0431
**Contact:**
Mr. Pronpot Thongmeearkom, Managing Dir.

**Densat / Jebseb & Jessen**
1779/1 New Petchburi Road, Huaykwang,
Bangkok 10310 Thailand
***Tel:*** 66 2 253 1290
***Fax:*** 66 2 253 1705
**Contact:**
Mr. Peter Jesen

**Expert Technology**
49/20 Sukhumvit, 64 Trakanong DKK
Bangkok 10260, Thailand
**Contact:**
Mr. Paisair Sadgaunmu

**Future Image**
608/15 Satuptadit Rd, OpThai Farm Bank
Tharua Satupradi Baranchi
Bangongpang Yanawa, Bankok 12120, Thailand
***Tel:*** 66 2 284 1779
***Fax:*** 66 2 294 0953
**Contact:**
Mr. Boon Yimsrisook

**Grammy**
59/1 Soi Phrompong Sukhumvit
39 Prakanong, Bangkok 10110, Thailand
***Tel:*** 66 2 259 4545
***Fax:*** 66 2 261 4485
**Contact:**
Mr. Watanachai Jesdangkul, Senior V. P.

**Inter Cable & Satellite Co Ltd**
11 Mu 9 Prapathon Muang
Nakhonpathom 7300, Thailand
***Tel:*** 66 34 257606
***Fax:*** 66 34 259541
**Contact:**
Mr. Narong Kanjanajitti, Executive Director

**Jasine International Public Co Ltd**
333 laksi Plaza 6/F
Tower 2 Choengwatana Road
Donmuang, Bangkok 10210, Thailand
***Tel:*** 66 2 576 0200
***Fax:*** 66 2 576 0198
**Contact:**
Mr. Arapat Sangklab, Assistant Manager, Engineering

**Jebsen & Jebsen**
1779/1 New Ptechburi Rd, Huaykwang,
Bangkok 10310 Thailand
***Tel:*** 66 2 253 1290
***Fax:*** 66 2 253 1705

**Lanna Supply**
49/16 Juay Kaew Road
Chiang Mai 50000, Thailand
***Tel:*** 66 53 212 727
***Fax:*** 66 53 217 925
**Contact:**
Mr. Churairat

**Loxley Ltd.**
304 Suapah Road, Bangkok 10100, Thailand
***Tel:*** 66 2 221 6121
***Fax:*** 66 2 224 4499
**Contact:**
Mr. Vasant Shatikavanij

**Loxley Public Company Limited**
304, Suapah Road, Bangkok 10100, Thailand
***Tel:*** 66 2 225 9711
***Fax:*** 66 2 224 4499
**Contact:**
Mr. Chaleekorn Keoplang, Marketing Coordinator

**Master Antenna & Services Co Ltd**
11 Soi 12 Ramkhamhaeng Road, Haumark,

Bangkapi, Bangkok 10240, Thailand
***Tel:*** 66 2 718 4581
***Fax:*** 66 2 319 8823
**Contact:**
Mr. Tanin Potidhatkul, General Manager

**Multi Tech International**
108/10 11 Soi Akapat (42 4)
49 Sukhumvit Road, Bangkok 10110, Thailand
***Tel:*** 66 2 381 1029
***Fax:*** 66 2 381 1565
**Contact:**
Mr. Decha Chandapase

**Samart Comtech Co. Ltd**
37/1, Moo 2, Phaholyothin Road, Klong 1,
Klongluang, Pathumthanee 12120 Thailand
***Tel:*** 66 2 516 1188
***Fax:*** 66 2 516 4582
**Contact:**
Mr. Suohart Duangtawee, Associate Director
**TVRO, SMATV**
**Year Established:** 1977

**Samart Corporation**
555 Rasa Tower, 25/F, Phaholyothin Road,
Jatuchak, Bangkok 10900 Thailand
***Tel:*** 66 2 937 0131
***Fax:*** 66 2 937 0396
**Contact:**
Mr. Ranit Assawinanun, Product Manager
**TVRO, CATV, MATV, MMDS, SMATV, Telephony**
**Year Established:** 1993

**Satelland**
44/19 Petchkasem Rd., Sampran,
Nakornphatom 73110, Thailand
***Tel:*** 66 34 311 166
***Fax:*** 66 34 311 166
**Contact:**
Mr. Prasit Sangkla

**Scan Electronics (Bangkok) Co Ltd**
358 Chakraphet Road, Phahural,
Bangkok 10200, Thailand
***Tel:*** 66 2 226 3650
***Fax:*** 66 2 224 9126
**Contact:**
Mr. Krishan Singh, Specialist

**Shinawatra Computer & Communications**
414 Shinawatra Tower, Phahol Yothin Road,
Phayathai, Bangkok 10400, Thailand
***Tel:*** 66 2 299 5000
***Fax:*** 66 2 299 5325
**Contact:**
Mr. Pornchai Roongroajsataporn, Manager

**Sirius Company**
126/67 Sikharin Place, So Ramkhamhaeng
24 Ramkhamhaeng Rd, Hua Mark
Bangkok 10240, Thailand
***Tel:*** 66 2 300 4997
***Fax:*** 66 2 300 4309
**Contact:**
Mr. Praist Sangkla, Director

**Sky Sat**
213/9 7/F Asoke Tower, Asoke Road,
Sukhumvit 21, Bangkok 10110, Thailand
***Tel:*** 66 2 252 5896
***Fax:*** 66 2 261 2230

**Sony Thai Co. Ltd**
Kromadit Bldg, 2126 New Petchburi Road
Bangkok 10320 Thailand
***Tel:*** 66 2 318 8777
***Fax:*** 66 2 318 8791
**Contact:**
Mr. Tanya Vajaranant
**TVRO**
**Year Established:** 1987

**Sophon Cable TV Pattaya Co Ltd**
Pattaya, Thailand
***Tel:*** 66 38 360115
***Fax:*** 66 38 239254
**Contact:**
Mr. Choa Rerkboopha, Engineer
**CATV, MATV**

**Sony Thai Co Ltd**
4/F., Kromadit Bldg., 2126 New Petchburi Road
Bangkapi, Huay Kwang
Bangkok 10310, Thailand
***Tel:*** 66 2 318 8777
***Fax:*** 66 2 318 8791
**Contact:**
Mr. Tanya Vajaranant, Manager

**Star Electronic Sales & Service**
2636 2644 Drive In Center, Soil Ladprao Road,
Bangkapi, Bangkok 10240 Thailand
***Tel:*** 66 2 375 1138
***Fax:*** 66 2 375 1141

**Starsat Limited**
21/3 Chaiyapruk Road, MU 2 Talingchan
Bangkok 10170, Thailand
***Tel:*** 66 2 433 6474
***Fax:*** 66 2 435 9391
**Contact:**
Mr. Surapan Supadirekkul

**Teledynamic Co**
62 Soi Arecsamphan H, Rama VI Road,
Samscnnai, Phayathai, Bangkok 10400
Thailand
***Tel:*** 66 2 271 0235
***Fax:*** 66 2 271 4800
**Contact:**
Mr. Pravit Prapaikornkiat

**Thai Advance Telecom**
59/253 4 Bangpoon Kd, Thunyaburi,
Pakthumthani 12130, Thailand
***Tel:*** 66 2 531 7209
***Fax:*** 66 2 531 7209
**Contact:**
Mr. Somchai Mobundio

**Thai Network Center Co Ltd**
222/25 Langluang Road, Bangkok 10100, Thailand
***Tel:*** 66 2 282 5286
***Fax:*** 66 2 281 6652
**Contact:**
Mr. Kiattichai Santhongprasert, Marketing Manager

**Total Access Communication Co Ltd**
530 K.S.L. Tower, 11/FSi Ayuthaya Road
Rachtaevee, Bangkok 10400, Thailand
***Tel:*** 66 2 642 7474
***Fax:*** 66 2 248 2848
**Contact:**
Mr. Somwong Pongstaporn, S.V.P.

**Vutipong Electronic Co Ltd**
51 53 Pahurat Road, (Banmoh)
Bangkok, 10200, Thailand
***Tel:*** 66 2 226 6496
***Fax:*** 62 2 224 0861
**Contact:**
Mr. Kam Kwan Lam, Managing Director

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## Please enter my FREE listing under the following category:

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☐ Programme Suppliers
☐ Conference / Exhibition Organiser
☐ Publications Consultant
☐ Association / Society
☐ Media Finance
☐ Media Services
☐ Research
☐ Legal
☐ Banking
☐ Recruiting

**Company Name**

**Head Office Address**

**City** **Zip Code** **Country**

**Telephone No.** **Fax**

Country Code Area Code Telephone Number Country Code Area Code Fax Number

**E-Mail** **Year Established**

**Contact 1**

First Name Last Name Title1 E-mail #1

**Contact 2**

First Name Last Name Title1 E-mail #2

**Asia Address**

**City** **Zip Code** **Country**

**Telephone No.** **Fax**

Country Code Area Code Telephone Number Country Code Area Code Fax Number

**E-Mail** **Year Established**

**Contact 1**

First Name Last Name Title1 E-mail #1

**Contact 2**

First Name Last Name Title1 E-mail #2

**Broadcasters**

Number of subscribers/viewers ____________ Monthly charge (indicate currency) ____________

"Premium" channels, or pay-per-view service: Yes / No Satellites & Transponders ____________

**Equipment Installers / Suppliers** ☐ TVRO ☐ CATV ☐ MATV ☐ MMDS ☐ SMATV ☐ Telephony

☐ I would like the List Enhancement option. I have enclosed a cheque for US$400 along with our company logo, and am attaching our 40 words company description.

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**Contact** **Title**

**Tel** **Fax** **E-mail**

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11/F Allied Capital Resources Building, 32-38 Ice House Street, Central, Hong Kong
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